

Build A Public Relations Campaign

(1) Define the **problem you want to tackle or the **opportunity** you want to seize.**

- **Research**
- Do a **Situational Analysis** to help in determining how to best tackle the problem or seize the opportunity.
 - ✓ Strengths – What are the organizational strengths that you can take advantage of?
 - ✓ Weaknesses – What are the organizational weakness that you should consider? Can you improve them?
 - ✓ Threats – What are the threats to your organization that you should be prepared for?
 - ✓ Opportunities – Are there external opportunities?

Example: The registration rates in the after-school program are too low.

(2) Outline your **key target audiences and their **main interests**.**

Example: The parents of children attending the local elementary schools. Their main interest is their child's well-being and development. A secondary concern is the quality of the program and cost.

(3) Outline your key **objectives or overarching goals.**

- ✓ Specific
- ✓ Measurable
- ✓ Results and time-oriented
- ✓ In line with organizational goals

Example: Increase registration levels in the after-school program by 25% for September 2015.

(4) Outline the **strategies you will use to meet your goals.**

Example: I will raise community engagement levels by increasing opportunities for two-way engagement with my organization.

(5) Outline the **tactics you will use to implement your strategy** (Events, media relations, traditional marketing, social media, etc.)

Example: I will host a community BBQ event with activities for kids.

(6) Develop and **evaluation plan** (How will you ensure you are successful or that there is a return on your investment?)

Example: Track the number of event attendees and measure whether there was an increase in registration following the event.

PRACTICE RUN

Problem / Opportunity: _____

Objective	Target audience(s)	Strategy	Tactic(s)	Evaluation