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DEVELOPING A SUCCESSFUL PUBLIC AWARENESS CAMPAIGN

Presented by Susan Burnash

Developing a Public Awareness Campaign is a necessary part of "selling" your organization, program and mission. It helps your stakeholders understand who you are, what you do, and why they should care. But to truly be effective, a successful Public Awareness Campaign is truly the result of good planning, strong communications tools, and a committed effort to staying on track. Outlined below are some of the most important details to consider and utilize to ensure your organization's Public Awareness Campaign stands out from the rest.

What is a Public Awareness Campaign?

A focused effort to share your "story" to increase awareness, educates, and increase participation for change

What will it take to be successful?

- Good Planning
- Strong Communication Tools
- Good Stories
- Committed Effort To Stay on Track

Good Planning is Proactive vs. Reactive

- Develop a communications committee
- Meet on a regular basis
- Plan for every detail
- Don't try to shortcut the process
- Hold those involved accountable

Strong Communications Tools Determined By:

- WHERE are you now? (*situational analysis*)
- WHAT do you want to do? (*goals/objectives*)
- WHO do you want to reach? (*target audience*)
- WHY should they care? (*key messaging*)
- HOW will you do it? (*strategy*)
- WHAT will you use to reach them? (*tactics*)
- HOW did we do? (*evaluation and reporting*)

WHERE are you now? - Situational Analysis

- Sets the stage for your public awareness plan
- Describes what is currently impacting your organization
- Defines your organization's current:
 - a. Strengths
 - b. Weaknesses
 - c. Opportunities
 - d. Threats



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WHAT do you want to do? – Goals/Objectives

Goals = desired outcome of your plan

Example: Recruit more volunteers

Objectives = milestones that measure progress

Example: Increase volunteers who can deliver meals by 10% in the next 6 months

WHO do you want to reach? – Target Audience

Your target audiences are the people you must influence to achieve your goals

Examples:

- Concerned about an issue (general public)
- Support your mission (donors, volunteers, staff)
- Need your services (clients, communities)
- Can be emotionally influenced (all of the above)

WHY should they care? – Key Messaging

Answers the most important questions your target audience wants to know about you

- Who are you?
- What do you do/what makes you different?
- Where do you provide services?
- How do you benefit those you serve and the community at large?
- Why should they care?

Examples of Key Messages

1. Combines the who, where and why

“Across the country, Meals on Wheels provides life sustaining meals to seniors who can’t leave their homes, or prepare a meal alone.”

2. Uses benefit statement around people served

“Without Meals on Wheels, the seniors we serve would go to be feeling sad, lonely, and most importantly – hungry

3. Uses benefit statement around community

“Without Meals on Wheels, our communities could lose one of their most valuable resources - the seniors that paved the way for our own futures.”

HOW will you do it? – Strategy

- Develop a “Feed a Senior Campaign”
- Determine timeline for campaign
- Develop strong stories
- Develop key messaging for target audiences
- Utilize existing communication vehicles including: print, electronic, internet, Social Media
- Hold themed events
- Speak to community
- Write powerful content with clear calls to action



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WHAT will you use to reach them? - Tactics

Your Tactics should:

- Include “right” tools to support goals/objectives
Example: *web site, direct mail, e-mail, social media*
- Try to tie tactics together for more impact
Example: *campaign: marketing, PR, event, speaking*
- Reach target audience where they live, work, play
Example: *internet, local news, civic organizations*

Example Tactic #1 – Tell Powerful Stories

- Determine 3 best clients and volunteers to write stories about how MOW has changed their lives
- Interview subjects, take pictures, and write stories
- Add stories to Website, blog, Facebook, LinkedIn
- Create PDF to be sent electronically to database
- Feature in upcoming newsletter and post on Web
- Send to media contacts (paper, TV, radio)
- Challenge staff, board, donors, volunteers, supporters to share with others

Example Tactic #2 – Host Volunteer Event

- Plan “Meals on Wheels Iron Chef” cook off event
- Recruit volunteers to bring friends to win prizes
- Procure prizes from local restaurants including GRAND PRIZE – cooking class from local chef
- Ask (2) compelling volunteers to share their story
- Share “Feed a Senior Campaign” info and challenge visitors to sign up to volunteer that night
- Hold raffle for prizes for volunteers that sign up
- Follow up with everyone that signed up ASAP

Example Tactic #3 –Speak Locally

- Get volunteers to refer groups they belong to
- Call these groups and ask to present “Feed a Senior Campaign” to membership
- Ask volunteer to speak about their experience
- Present campaign to recruit more volunteers
- Provide signup sheet at event
- Send group admin thank you letter to pass on to their members
- Follow up with everyone that signed up ASAP

Evaluation and Results – Volunteer Event

Evaluation – Scheduled coordinated and hosted “Meals on Wheels Iron Chef” event. Invited 100 volunteers via email, phone call, direct mail.

Results – A total of new 20 new volunteers signed up that night. We continue to contact guests of volunteers by phone as follow up.



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What makes a good story?

- It is personable and relatable
- It “shows” vs. tells how you are impacting others
- It has a:
 - Beginning – Shows a challenge (client/supporter)
 - Middle – Shows a solution (your mission)
 - End – Call to action (gets them involved)If you aren’t moved by your story
Your audience won’t be either!

What stories can you tell?

Breaking News

- Feed a Senior Campaign

Feature Stories

- Compelling Client Story

Events

- Meals on Wheels Iron Chef” event
- Upcoming appearances at organizations

WORKSHOP PRESENTER

Susan Burnash is the founder of Purple Duck Marketing, (PDM) Marketing, Public Relations, and Video Production Company with offices in Kirkland, WA and Atlanta, GA. Her company helps Nonprofits and cause-related organizations raise awareness, cultivate donor relationships, and ultimately raise more funds. Through the use of traditional marketing tools and the power of the internet, she helps them to tap into their audience’s heart, moving them to give generously of their time, passion and wealth. PDM projects are focused on; branding, web site development, print and electronic marketing, marketing collateral development, internal and external communications, event planning, fundraising and marketing videos, community outreach and public relations campaigns. PDM clients include: The National Center for the Prevention of Home Improvement Fraud, Georgia Center for Nonprofits (Nonprofit University), Benaroya Research Institute, Sana Orphanage, The Alliance for Recovery, The Foundation Fighting Blindness, The Deicke Center, Recovery Coast to Coast, Elmhurst Rehabilitation Center, The Juvenile Diabetes Association, Oceans State Association of Residential Resources, The City of Kirkland, and more.



Susan is a passionate supporter and advocate for nonprofits and cause related organizations, and is committed to using her experience and expertise to help them grow. Over the last 20 years, she has worked as a Contract Consultant, Marketing and PR Specialist, and now as a Marketing Coach, workshop teacher, and public speaker. You can learn more about PDM at www.purpleduckmarketing.com and follow Susan’s blog at www.purpleduckuniversity.blogspot.com.