

# DEVELOPING A SUCCESSFUL PUBLIC AWARENESS CAMPAIGN



Presented by  
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## What is a Public Awareness Campaign?

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



  
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## What will it take to be successful?

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



  
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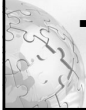
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### Good Planning is Proactive vs. Reactive

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



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### 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*)



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### 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:
  - Strengths
  - Weaknesses
  - Opportunities
  - 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*



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**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)*



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**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?



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**Examples of Key Messages**  
(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.”*



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**Examples of Key Messages**  
(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*



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**Examples of Key Messages**  
(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.”*



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**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  
Ex: *web site, direct mail, e-mail, social media*
- Try to tie tactics together for more impact  
Ex: *campaign: marketing, PR, event, speaking*
- Reach target audience where they live, work, play  
Ex: *internet, local news, civic organizations*

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**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

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### 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

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### 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 sign up sheet at event
- Send group admin thank you letter to pass on to their members
- Follow up with everyone that signed up ASAP

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### 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 !

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### 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

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## Questions ?

PURPLE DUCK UNIVERSITY

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