

BIG PR Planning on a Nonprofit Budget

REGISTER ONLINE: www.prsacleveland.org or BY MAIL:

Name _____

Organization _____

Address _____

City _____

State _____ Zip Code _____

Daytime Phone _____

E-mail _____

- I will attend the full series of 5 Workshops: \$120
 I will attend the following Workshops: \$30/each

- Check enclosed
 Please charge my credit card:
 Visa MC AmEx

Cardholder name _____

Cardholder signature _____

Account # _____

Expiration Date _____

Return to: PRSA Cleveland, c/o Lynn Bracic,
28022 Osborn Road, Bay Village, OH 44140
Questions? 440-899-1112

Testimonials from the 2010 Series

“The variety of presenters and progression of the topics were very effective. Creating an actionable PR plan was especially helpful. I will definitely use materials provided during that session in my planning (and in fact, already have).”

“Developing our own plan and being able to hear the stories from other nonprofits about their experiences were very helpful.”

“The speakers were great - I really enjoyed the practical information that was shared.”

“Loved hearing/seeing real case studies and hands-on templates that can be applied in our organization.”

BIG PR Planning on a Nonprofit Budget

Learn from senior strategists how to develop a PR Plan that fits your important nonprofit marketing goals

A five-week series for communications professionals at nonprofit organizations

**February 1, 8, 15, 22 and 29
3:00 to 5:00 p.m.**

Center for Families and Children
4500 Euclid Avenue
Cleveland, OH 44103

FREE PARKING

Presented by the Public Relations Society of America,
Greater Cleveland Chapter,
The Center for Community Solutions, and
Saint Luke's Foundation



Quickly Learn How to Develop a PR Strategic Plan on a Nonprofit Budget

In five weeks, assisted by senior practitioners, learn how to develop and implement an effective public relations plan tailored for your organization's needs and budget. Connect with experienced communicators who will act as mentors following the program, helping you to put into practice the things you learn.

All workshops at
Center for Families and Children

4500 Euclid Avenue, Cleveland

In the heart of Midtown. **FREE parking.**

For Directions, visit:
c4fc.org

Value Added!

Attend all Workshops and SAVE.

Attend all five workshops for the price of four!

A limited number of full-series scholarships will be available, courtesy of the Saint Luke's Foundation.

For consideration, you must commit to all five sessions. To apply, submit a short description of your organization and why you would benefit from a scholarship (no more than three short paragraphs) to prsacleveland@oh.rr.com by January 20, 2012.

Wednesday, February 1, 2012, 3-5 p.m. It All Starts with a Plan

Presenters: Paige Boyer, Goldstein Group Communications; Samantha Mealy, Catholic Charities - Cleveland

Learn how to:

- Develop the cost-benefits of a comprehensive plan
- Develop a strategic plan and cost-effective budget
- Distinguish between public relations and marketing
- Follow ethics guidelines for today's professionals

Wednesday, February 8, 2012, 3-5 p.m. Identify Audiences

Presenters: Jim Brazytis, Avery Dennison; Lisa Brazytis, Jennings Center for Older Adults; Kristina Austin, The Gathering Place

Learn how to:

- Learn and apply research techniques
- Focus on research outcomes relevant to your business case
- Define your audience(s) and choose the most effective media

Wednesday, February 15, 2012, 3-5 p.m. Develop Strategies & Tactics

Presenters: Courtney Clarke, APR, Cuyahoga Community College; Karen Malone-Wright, Odyssey Creative; Adam Ross, Vocational Guidance Services

Learn how to:

- Develop messages and obtain buy-in for each audience
- Adapt tried-and-true methods to your strategy and budget
- Get the most out of new media / guerilla marketing

Wednesday, February 22, 2012, 3-5 p.m. Create a High-Impact, Actionable PR Plan

Presenters: Ricky Batyko, APR, Fellow PRSA, Greater Cleveland Partnership; Phil Johnston, Marcus Thomas; Amy Martin, Center for Families and Children

Learn how to:

- Establish reasonable goals, strategies and budget
- Assemble your resources
- Recruit your team
- Present your plan, gain approval from boss and board
- Sell the benefits; show the rewards; evaluate success
- Use updates to maintain interest in the program's success

Wednesday, February 29, 2012, 3-5 p.m. Roll Out the Message

Presenters: Karin Bonev, Dix & Eaton; Jay Gardner, formerly with the Domestic Violence and Child Advocacy Center; Rick Jackson, ideastream/WCPN

Learn how to:

- Plan an effective message roll-out
- Plan for mid-course corrections
- Include important feedback from audience
- Use tools to measure success and report on ROI