

## Six Steps to PR Success for Your Nonprofit

**REGISTER ONLINE:** [www.prsacleveland.org](http://www.prsacleveland.org) or BY MAIL:

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- I will attend the full series of 6 Workshops: \$120  
 I will attend the following Workshops: \$30/each

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

Thanks to Dominion East Ohio (printing), The Cleveland Foundation (scholarships),  
Cleveland Zoological Society and Cleveland Metroparks Zoo (meeting space).

PRSA Cleveland  
c/o 28022 Osborn Road  
Bay Village, OH 44140

## Six Steps to PR Success for Your Nonprofit

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

A six-week series for communications  
professionals at nonprofit organizations

**April 8, 15, 22, 29; May 6, 13**  
**5:00 to 7:00 p.m.**

Cleveland Metroparks Zoo  
3900 Wildlife Way  
Cleveland, OH

**FREE PARKING**

Presented by Public Relations Society of  
America, Cleveland Chapter and The Center  
for Community Solutions



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

In six 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.

### Value Added! Attend all Workshops and SAVE.

Attend all six workshops and apply the series fee to a new membership in the Public Relations Society of America—a 34% savings!

A limited number of partial scholarships will be available, courtesy of The Cleveland Foundation. For information: [prsacleveland@oh.rr.com](mailto:prsacleveland@oh.rr.com).

### All workshops at Cleveland Metroparks Zoo, 3900 Wildlife Way, Cleveland

*Just 5 miles south of downtown Cleveland. Free parking.*

**From I-71:** Exit W. 25th St.; follow Zoo signs. The Zoo is about a mile from the I-71 exit.

**From I-90:** Take I-71 South, exit W. 25th St.; follow Zoo signs.

**From I-480:** Exit State Rd. (north) to Pearl Rd.; follow Zoo signs. The Zoo is about two miles from the I-480 exit.

**From Akron:** Follow I-77 (north) to I-480 (west), exit at State Rd. (north) to Pearl Rd.; follow Zoo signs.

Tuesday, April 8, 2008, 5-7 p.m.

### It All Starts with a Plan

*Sponsored by Ogden Post*

**Presenter:** Davis Young, APR, Fellow PRSA, Kent State University

Learn how to:

- Develop the cost-benefit of a comprehensive plan
- Develop a strategic plan and cost-effective budget
- Ethics guidelines for today's professionals

Tuesday, April 15, 2008, 5-7 p.m.

### Identify Audiences

**Presenters:** Kim St. John Stevenson, Saint Luke's Foundation of Cleveland, Ohio; Judith Anne Feniger, Maltz Museum; Jeanette Drake, APR, Kent State University

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

Tuesday, April 22, 2008, 5-7 p.m.

### Develop Strategies & Tactics

**Presenters:** William E. Sledzik, APR, Kent State University; Chris Thompson, Fund for Our Economic Future; Amanda Marko, Greater Cleveland Partnership; Montrie Rucker Adams, APR, Visibility Marketing Inc.

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"

Tuesday, April 29, 2008, 5-7 p.m.

### Creating a High-Impact, Actionable PR Plan

**Panel conducted by** Rick Batyko, APR, Greater Cleveland Partnership; Phil Johnston, Marcus Thomas; Courtney Clarke, APR, Cuyahoga Community College; Jean Kilgore, Mandel Center for Nonprofit Organizations, Case Western Reserve University

Learn how to:

- Establish reasonable goals, strategies and budget
- Assemble your resources
- Recruit your team

Tuesday, May 6, 2008, 5-7 p.m.

### Presenting a PR Plan: Get a Green Light

**Panel conducted by** Rick Batyko, APR, Greater Cleveland Partnership [See April 29 for panelists]

Learn how to:

- 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

Tuesday, May 13, 2008, 5-7 p.m.

### Roll Out the Message

**Presenters:** Heidi Modarelli-Frank, APR, Marcus Thomas; Howard Landau, Landau Public Relations; Lisa Rose, Dix & Eaton

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