



Public Relations

**National Family Justice Center
Alliance**

Public Relations

- The practice of managing communication between an organization and its publics. Public relations provides an organization or individual exposure to their audiences using topics of public interest and news items that provide a third-party endorsement... (Source: Wikipedia.org)

Develop Clear, Concise Communication Tools

- **Develop a Vision for Your Center:**
 - A future: Where all the needs of victims are met, where children are protected, where violence fades, where batterers are held accountable, where economic justice increases, where families heal and thrive, where hope is realized, and where we ALL work together...
- **Use your Vision Statement to promote your Center via communication tools**

Develop Clear, Concise Communication Tools Continued

- What tools have you developed?
 - Brochures, fliers, video clips, websites, packets, etc.
- Public Relations for your Center includes telling the story of the Center
 - How do you tell your Center's story?
 - Do you include client stories?

Develop Tools that Match Your Intended Audience

- Public Relations tools and documents should be modified to gauge your appropriate audience
 - Stories, strategies, etc. differ for community awareness to volunteers to funders
 - Does your Center target specific populations? If so, how does your Center engage that population or develop PR tools for that population?

Develop a Public Relations Strategy

- Develop your Center's strategy
 - Develop/identify contacts to reach out to (media, connectors, funders, etc.)
 - Develop a vision for the Center
 - Develop a logo
 - Identify survivors who are willing to tell their story
 - Produce videos
 - Prepare materials for donors (packets)
 - Prepare outreach materials
 - Develop a CD or DVD of survivor stories that can be used in public service announcements or other presentations
 - Hold regular news/press conferences
 - Write articles for newspapers, newsletters, journals, and magazines
 - Develop a website
 - Identify a staff member or volunteer to seek out media and public attention
- Has your Center developed a PR strategy? What does it include?

Pursue a Conscious Strategy to Achieve Successful Public Relations: *Goals*

- Develop a strategy that is easy to communicate and understand
 - PR goals should be clarified, strategies to achieve goals should be developed, and a timeline for execution should be created
 - What are your Center's goals?
 - Funding? Volunteer Recruitment? Outreach to clients? More Community Partners? General DV and FJC awareness? Relationships with "Tall Trees"?

Pursue a Conscious Strategy to Achieve Successful Public Relations: *Strategy*

- Create a workgroup or MDT to achieve the latter goals
 - Does your Center have a PR Committee? How does it work/function?
 - How is your elected officials a part of the strategy? Do you utilize their resources?
 - How does your Center utilize the media?
 - Does your strategy include explanation or detail about the FJC movement as a whole?

Stay on Message

- What are your messages?
 - Example messages:
 - We are aiming for zero DV deaths
 - We are a safe place for victims and their children
 - We have over 40 onsite and offsite CPs
 - We are a public safety initiative



Be Creative About Strategies

- How are your messages developed? Do you include survivor and Community Partner input?
 - Does your PR outreach note that survivor and CP input was/is involved?
- Does your strategy include a VOICES committee?
 - How is the committee utilized?

Strategies Continued

- Do you have a devoted staff person or volunteer focused on public relations?
- If paid, how do you fund this position?
- Is this person the media spokesperson?



Questions?

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Thank You

