

## **PRP 461 Public Relations for Nonprofit Organizations**

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**Spring 2013**

**Mondays 11:00 am- 14:00pm**

### **Course Description**

This course is designed for students of PRP who in the future are considering to work in the nonprofit field, or for those who want to keep broader career options. The course provides students with a broad understanding of how public relations can further the mission and goals of a nonprofit organization and proposes strategies and approaches for making this happen. Students will learn how to develop and implement a public relations plan, effectively reach and communicate with various target audiences, identify potential community and corporate partnerships and alliances, prepare for possible crisis situations, and understand the relation between “friend raising” and fundraising.

### **Reading:**

The course will make use of news and feature stories as well as have some guest speakers from the sector sharing their insights, and experiences. There will be various assignments and the excerpts from the following textbooks as well as articles on the internet will be used

- ***The Public Relations Handbook for Nonprofits: A Comprehensive and Practical Guide*** by Art Feinglass.
- ***Strategic Marketing for Nonprofit Organizations*** by Philip Kotler and Alan R. Andreasen
- ***Managing a Nonprofit Organization in the Twenty-first Century*** by Thomas Wolf

### **Grading**

Class Participation 30%

Homework 40%

Final project 30%

There will be weekly homework assignments that allow students to build their understanding of public relations and ultimately create a PR plan.

## **Week One (February 11, 2013)**

### **Introduction**

- Defining non profit organizations and their publics
- Defining public relations/public awareness/publicity/marketing/promotions and how each relates to nonprofit organizations.

### ***Homework Assignment for Week 2***

- *In one paragraph identify a non profit organization in Turkey (or abroad for Erasmus students. You may pick from the list in the appendix. Describe/explain what that nonprofit does. In one paragraph explain why you have selected it.*

## **Week Two (February 18, 2013)**

### **Define PR Goals**

- Identifying and defining target groups.
- Establishing PR priorities.
- Describing your organization to media and the public – what is your message?
- Good storytelling.
- Identifying possible spokesperson(s).

### ***Homework Assignment for week 3***

- Collect brochures, pamphlets and newsletters or magazines of your non profit organization
- Examine its web sites
- *Write a description of what their messages, strong points, what do they want to communicate to their target group, how do they define their target group*

## **Week Three (February 25, 2013)**

### **Controlled Media and Means to Tell Your Story As You Like It**

- **Brochures**
- **Pamphlets**
- **Web Site**
- **Newsletters**

***How does each PR tool communicate the messages, how does it differ from the stories covered in the uncontrolled media***

### ***Homework Assignment for week 4***

- *Search print and other media about Recap a trend story. Look for stories that relate to your own nonprofit or to nonprofits in general.*

## **Week Four (March 4, 2013)**

### **Transition between controlled and uncontrolled media**

### **Social Media and other unconventional media, films, DVDs and advertising**

- New media and new opportunities.
- Creating your own opportunities. Capitalizing on the “news” to attract attention, including local, national and international events and developments.
- Best practices and measurement.

## **Week Five (March 11, 2013)**

### **Press Relations**

- Building a media list
- Writing and placing a press releases
- What makes news, the importance of storytelling

### ***Homework Assignment for week 6***

- *Find and recap an example of media coverage of a nonprofit that was able to tell its story well.*
- *Select a media outlet and write a pitch letter and a press release seeking coverage of your nonprofit.*

## **Week Six (March 18, 2013)**

### **Press Relations continued**

#### ***Special Guest to be announced***

### ***Homework Assignment for week 7***

- *Write a press release in light of twwhat we have learned*

## **Week Seven (March 25, 2013)**

### **Special events (anniversaries, launching projects etc)**

- **How to plan (whom to invite, where to organize, what are the messages)**
- **Special events check-list**
- **How to use special events as part of generating news**

#### ***Special Guest to be announced***

### ***Homework Assignment***

- *Plan a special event for your NGO, keeping in mind what the messages, budget concerns, target group are*

## **Week Eight (April 1, 2013)**

### **Identify and Pitch a Celebrity Spokesperson**

- An overview of how nonprofits can work with celebrities.
- How celebrities can help (public service spots, op-ed pieces, appearances, awards events, letters to media).
- Advantages and disadvantages of celebrity participation.
- How to identify the right celebrities and contact them.
- Overview of celebrity associated costs.

### ***Homework Assignment***

- *Identify a celebrity and write a pitch letter to their representative.*

### **Week Nine (April 8, 2013)**

#### **PR Crisis**

- Crisis PR for nonprofits.
- What constitutes a crisis?
- How crisis PR has changed with 24-hour news cycles and Google searches that never disappear.
- How to prepare in advance.
- Media lists, basic materials, phone call protocols and contacts and other necessary ingredients of the crisis PR plan.
- Crisis checklist.

#### ***Homework Assignment***

- *Critique handling of a crisis*
- *Write a crisis media statement.*

### **WeekTen (April 15, 2013)**

#### **Raising Friends helps to raise funds**

- **Fundraising planning**
- **Checklist and tools for Fundraising**

### **Week Eleven (April 22, 2013)**

#### **Fundraising Continued**

***Special Guest to be announced***

### **Week Twelve (April 29, 2013)**

#### **Annual Reports and reporting to stakeholders**

### **Week 13 and 14 (May 6 – May 13, 2013)**

#### **Final Project: One-Year PR Plan**

- Creating your nonprofit public relations campaign.
- How to translate opportunities to the long-range plan.
- Overview of what your plan must include:
  1. *Objective of the plan.*
  2. *Definition of the nonprofit, what it does, who it helps, and what it plans.*
  3. *Target media list (including websites).*
  4. *Press materials to be utilized.*
  5. *At least four different angles which can be used to pitch the nonprofit's story to different types of media.*
  6. *Brief description of spokesperson(s) and how they will be used.*
  7. *Geographical area(s) to be targeted.*
  8. *Conclusion with expectations.*

**Final Projects are due Wednesday May 15, 2012**

## **Appendix- List of (some) Non Profits in Turkey**

AKUT

CYDD

Genc Gonulluler Dernegi

GreenPeace Turkiye

IKSV

Insan Haklari Dernegi

Istanbul Barosu

Istanbul Mimarlar Odasi

Istanbul Tabibler Odasi

LOSEV

Nesin Vakfi

Tarih Vakfi

TAP Vakfi

TED

TEGV

TEMA

TEV

TOG

Turk Kalp Vakfi

Turkiye Insan Haklari Vakfi

TURMEPA

TUSIAD

Yeditepe Mezunlar Dernegi

WWF- Turkiye Dogal Hayati Koruma Vakfi