

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

Thanks to Dominion East Ohio (printing), The Cleveland Foundation (scholarships),
and the Northeast Ohio Regional Sewer District (meeting space).

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

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 23; March 2, 9, 16, 23
5:00 to 7:00 p.m.

Northeast Ohio Regional Sewer District
4747 E. 49th Street
Cuyahoga Heights, OH

FREE PARKING

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

 **Card Palmer**
Certified Public Accountants



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 walk you through how to put into practice the things you learn.

All workshops at Northeast Ohio Regional Sewer District

4747 East 49th Street, Cuyahoga Heights

Less than 10 miles south of downtown Cleveland.
Free parking.

For Directions, visit:
www.neorsd.org

Value Added! Attend all Workshops and SAVE.

Attend all five workshops for the price of four!

A limited number of partial scholarships will be available, courtesy of The Cleveland Foundation.
For information: prsacleland@oh.rr.com.

Tuesday, February 23, 2010, 5-7 p.m.

It All Starts with a Plan

Sponsored by Ogden Post

Presenters: Eileen Petridis, Falls Communications; Chris Thompson, Fund for Our Economic Future

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, March 2, 2010, 5-7 p.m.

Identify Audiences

Presenters: Jim Brazytis, Liggett Stashower; Susan Ruiz Patton, 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, March 9, 2010, 5-7 p.m.

Develop Strategies & Tactics

Presenters: Eileen Korey & Susan Christopher, The MetroHealth System

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, March 16, 2010, 5-7 p.m.

Creating a High-Impact, Actionable PR Plan

Presenters: Rick Batyko, APR, Greater Cleveland Partnership; Tami Brown, Positively Cleveland; Phil Johnston, Marcus Thomas

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

Tuesday, March 23, 2010, 5-7 p.m.

Roll Out the Message

Presenters: Karen Malone-Wright, Odyssey Creative Communications Consulting; 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