

PR, communications, and the internet

March 22, 2022

PMAP 3210: Introduction to Nonprofits
Andrew Young School of Policy Studies

Do your check-in!

Plan for today

Public relations

Nonprofits and the internet

Evaluating nonprofit PR

Public relations

Public relations

"Public relations (PR) is the practice of managing the flow of information between an individual or an organization and the public."

**What your organization is
communicating in all its interactions**

Every organization does it

Consciously



Jen Psaki, White House press secretary

Unconsciously



Why do PR as a nonprofit?

Promote the nonprofit's mission and purposes

Create and promote a public image to develop and maintain a donor base and public support

Generate awareness of the organization's successes

Distinguish the nonprofit from others when competing for donor dollars, media attention, employees, and volunteers

Audience matters

All PR should be aimed at specific audiences



EXAMPLE: MOLLY THE MILLENNIAL

Age: 28

Education Level: Bachelor's Degree

Marital Status: Single

Preferred Media: Instagram, Medium

Preferred Format: Smartphone

Income Level: \$45k

BEHAVIORS

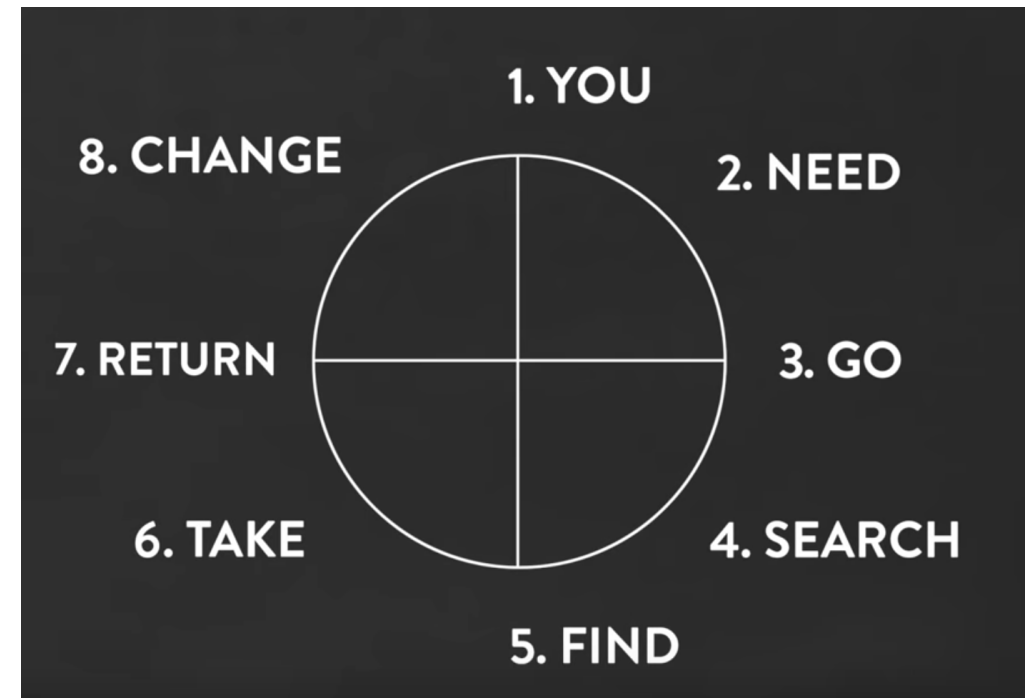
- Easily distracted
- Technology Early Adopter
- Juggles Multiple jobs with active social life and an active lifestyle
- Prefers to rent and share (home, movies, music, car) over ownership
- Frequently checks social media

FRUSTRATIONS

- Inauthenticity, sales and classic advertising
- Delayed gratification - waiting for anything
- Difficult-to-comprehend websites or content, needs things to be easy and fast
- Social injustice
- Poor customer service

MOTIVATIONS

- Contribution and meaning, rewarding experiences
- Creative fulfillment
- Being an influencer/looking good in front of peers
- Being unique



Who is your nonprofit PR audience?

The public

Donors

Partners

Board members

Employees

Volunteers

Stakeholders

Constituents

Membership

Politicians

Government agencies

Everyone!

Types of public relations

Front door

Maintenance

Outreach

Collaborative

Front door PR

First impressions matter

Day-to-day encounters that leave a cumulative effect

Easiest and cheapest PR strategy, even if the nonprofit has few resources

Cheerful, helpful person
answering the phone

Website is user friendly
and informative

Office with attractive
and welcoming reception area

Calls, e-mails, and social media
requests are answered promptly

Maintenance PR

Information and promotion directed
at those you already work with

Thank you messages

Recognizing and
celebrating contributions

Annual reports

Donor surveys

Collecting input

Outreach PR

**Information and promotion
directed at new people**

**Press conferences
and news releases**

Brochures, posters, mailers

Website and social media

Newsletters and annual reports

**Conferences,
information fairs, workshops**

Op-ed articles

Collaborative PR

**Partnering with other organizations
to further mutual goals**

Conferences, symposiums, other special events

Awareness campaigns

Educational materials

Examples

Newsletters

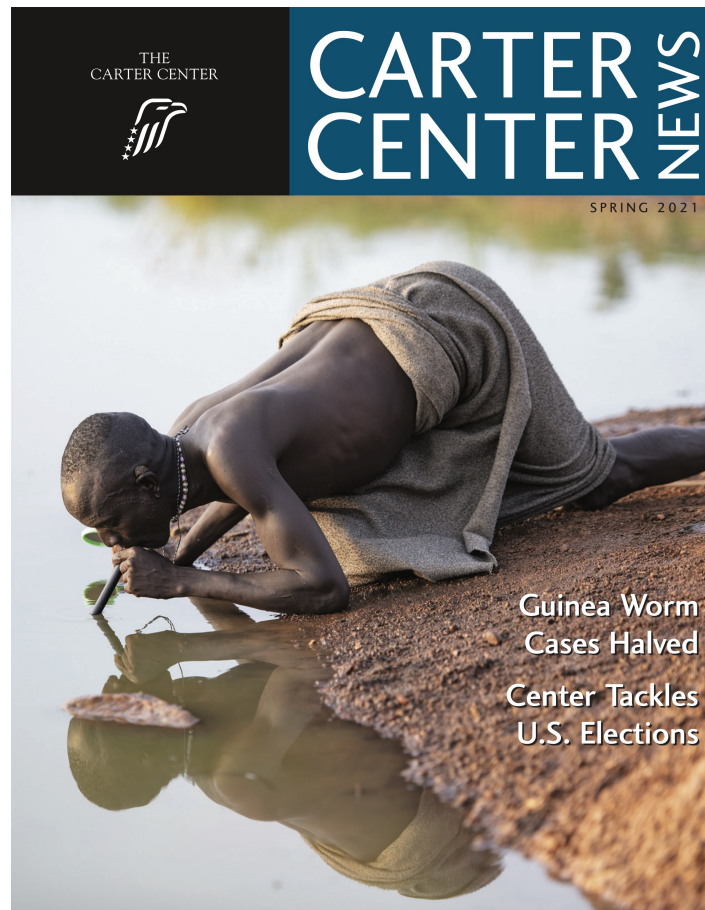
Press releases

Annual reports

Podcasts

Social media

Newsletters



The Carter Center

Subject: LHI - News from the Field - February, 2022
From: Lifting Hands International - To: andrewheiss@gmail.com - Cc: - Date: February 14, 2022 at 10:14



We envision a world where compassion compels individuals, families, and communities to lift hands, helping refugees achieve "the good life" through stability and self-sufficiency. We're here to show you how.

♥ LOVE IS IN THE AIR ♥

Love is in the air at our Refugee Center in Greece! But hold up. This isn't exactly the sort of love we typically associate with Valentine's Day, but maybe something even greater—love for one another as human beings.

Sure, there are many benefits that come out of our programs in Greece. Learning new languages, developing job skills, psychosocial healing, leadership training, providing a safe haven for women, receiving seasonal aid supplies, and more. But what really drives our work there, and what we think is the ultimate outcome, is love.



Lifting Hands International

Press releases

H I G H

VISIT

—

ART

EVENTS

LEARN

JOIN + GIVE

ABOUT


LOGIN

SHOP

Q

PRESS RELEASES


20222021202020192018



Media Alert: Ticket Reservations Open Today for “The Obama Portraits Tour” Free Admission Days at High Museum of Art

January 24, 2022

→



Oliver Jeffers’ Picture Book Art on View at High Museum of Art This Spring

January 19, 2022

High Museum

Annual reports

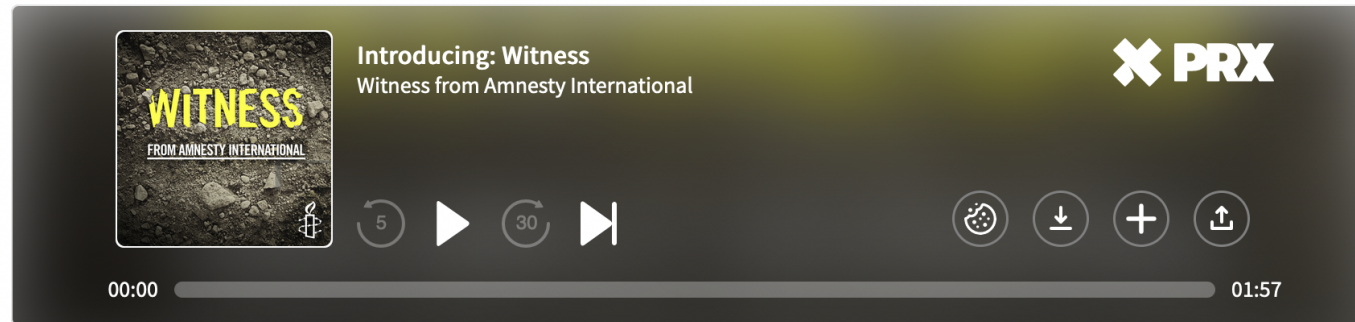


CARE







Trees Atlanta

Podcasts

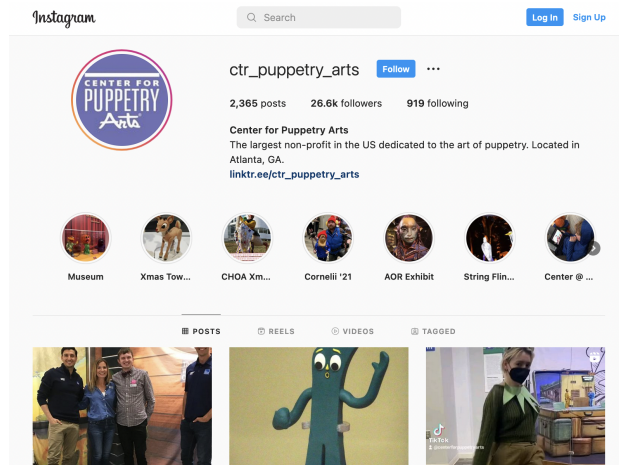


6 episodes · 2h 35m

- | | | | |
|---|---|--|-----|
| 1 |  | Unknown Number
Witness from Amnesty International | 22m |
| 2 |  | Bodo
Witness from Amnesty International | 22m |
| 3 |  | My Heart Is Burnt
Witness from Amnesty International | 26m |
| 4 |  | The Road
Witness from Amnesty International | 22m |

Amnesty International

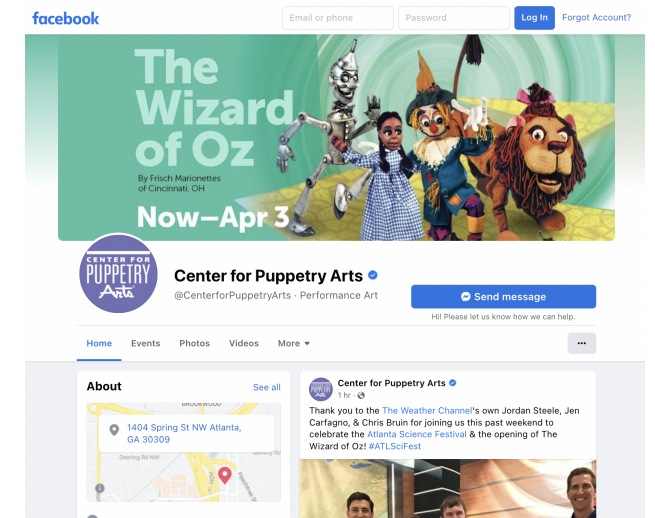
Social media



Instagram



Twitter



Facebook

Nonprofits and the internet

**You've never really known
a world without the internet**

Internet-y things you should do

Have a website

Have a domain name

Have e-mail addresses
using that domain name

Have social media accounts

Collect donations
and/or sell stuff

Manage donors

Run ads

Use internal services

Websites

A website is (typically) a set of HTML files that lives on a computer somewhere in the world

Use someone else's server or your own

Site creation + hosting

Hire a designer

(paid; unlimited design choices)

Google Sites

(free; limited design choices)

Squarespace

(free/paid; ad-supported)

WordPress

(free/paid; more design options)

Wix

(free/paid; ad-supported)

Weebly

(free/paid; ad-supported)

Domain name

A domain name is an address
that points at a server

`sites.google.com/yournonprofit` vs. `yournonprofit.org`

You can point a domain name at
pretty much any hosting option

`iwantmyname.com`

Top Level Domains (TLDs)

.org

.com, .net

.charity, .site, .pizza, etc.

E-mail

Have domain-specific e-mail addresses for staff & board

jimmy_loves_pizza2012@hotmail.com vs. james_smith@nonprofit.org


Google for Nonprofits

Google Workspace offers for nonprofits

Through Google for Nonprofits, eligible organizations get access to Google Workspace offers at discounted rates.

	Google Workspace for Nonprofits	Business Standard	Business Plus	Enterprise
	\$0 USD /user/month	\$3.00 USD /user/month	\$5.04 USD /user/month	70%+ off standard pricing for Enterprise editions
		75% off standard pricing	72% off standard pricing	

Productivity & Collaboration [Expand all](#)

 Gmail Business email	✓	✓	✓	✓
Custom email for your nonprofit	✓	✓	✓	✓

Google Workspace

Microsoft 365 Business Premium grant

Microsoft 365 with Microsoft Teams can help your nonprofit improve cybersecurity, reduce costs, and empower staff and volunteers to work from anywhere.

[Learn more >](#)

Small & mid-sized nonprofits

Large nonprofits

Looking for more?
[Get Started](#)
[Contact Sales](#)
[Eligibility & Technical Support](#)

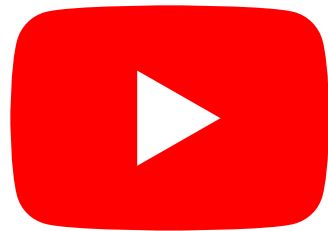
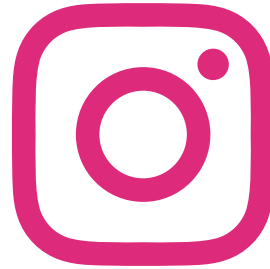
Best value

Microsoft 365 Business Basic (Nonprofit Staff Pricing)	Microsoft 365 Business Standard (Nonprofit Staff Pricing)	Microsoft 365 Business Premium (Nonprofit Staff Pricing)
Grant Free for up to 300 users	\$3.00 user/month (annual commitment)	\$5.00 user/month (annual commitment)
Best for small & mid-sized nonprofits that need email, cloud file-storage and sharing, web conferencing with IM,	Best for small & mid-sized nonprofits that need email, Office desktop applications, cloud file-storage and sharing, web	Best for small and mid-sized nonprofits that need email, Office desktop applications, cloud file-storage and sharing, web

Microsoft 365

Social media

Use whatever your audience uses



Collect donations / sell stuff

Donorbox

<https://donorbox.org/>

Give Lively

<https://www.givelively.org/>

Shopify

<https://www.shopify.com/>

Manage donors

Customer relationship management (CRM)

Kindful

<https://kindful.com/>

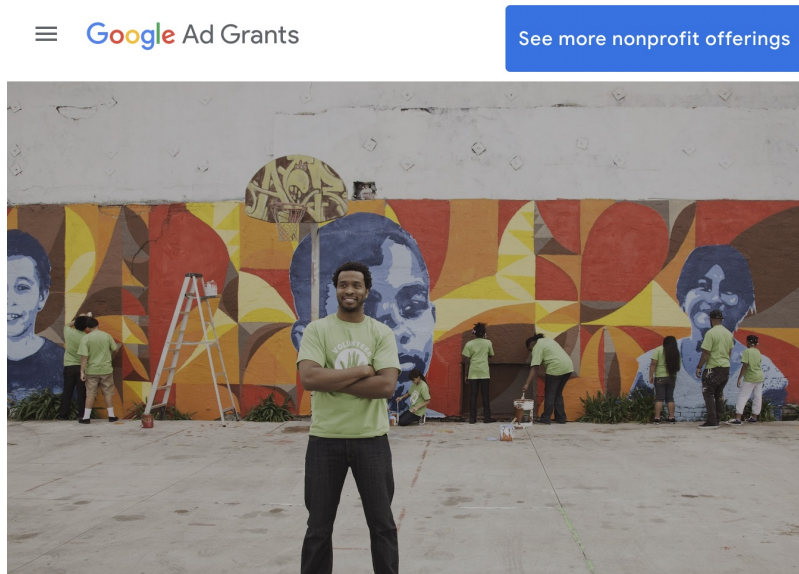
Donorbox

<https://donorbox.org/>

Give Lively

<https://www.givelively.org/>

Run ads



Google Ad Grants helps nonprofits share their causes with the world.

Google Ads

MetaBlueprint



META BLUEPRINT

Nonprofits and NGOs

Support and grow your nonprofit or NGO using Facebook and Instagram tools.



Champion causes and build your community

Use Facebook and Instagram tools to increase awareness of your organization, build

Meta (Facebook and Instagram) Ads

Internal services

Slack

Team communication/chat

(Free for nonprofits)

Asana

Project management

(50% off for nonprofits)

Zoom

Video chat

(50% off for nonprofits)

Most other services

Google

"service nonprofits"

Evaluating nonprofit PR