

**RONALD MCDONALD HOUSE CHARITIES – PR PLAN**

The below public relations and outreach plan is designed to guide the Ronald McDonald House Charities (RMHC) and Chernoff Newman (CN) teams as they prepare for the 2<sup>nd</sup> Annual Gala on Thursday, March 26, 2020 in Columbia, South Carolina.

**TIMEFRAME:** Feb. 14 through Mar. 30

**OBJECTIVES:**

- > Short Term: 150 attendees at the RMHC Gala on Mar. 26
- > Short Term: Obtain more than \$20,000 additional sponsorship dollars by the Mar. 1 deadline
- > Long Term: Increase awareness of the Columbia-based RMHC and its mission

**TARGET AUDIENCE:**

- > RHMC Board of Directors, current volunteers and donors
- > Columbia RHMC Red Shoe Society Members
- > Past attendees for the RHMC gala
- > Potential donors/gala attendees:
  - Annual income: \$100,000+
  - Middle/Upper Class
  - Educated, involved in community
  - 21+ up
  - 35-50 y/o
- > Columbia-based ADPi Alumni
- > Potential volunteers/brand ambassadors in the community

**TACTICS:**

- > Create a media outreach plan with timelines for press announcements, releases and on-camera opportunities
  - Suggested Media Outreach:
    - The State Newspaper
    - WIS 10
    - WLTX
    - WOLO
    - ColaToday
    - Free Times
    - FOX 102.3
    - WXRY
- > Generate sponsorship and attendee goals for existing board members
  - Example: all board members must recruit \$1,500 in sponsorships and 5 event attendees
- > Secure placement on local community calendars:
  - [Experience Columbia](#)



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- [Eventbrite](#)
  - [The Post and Courier](#)
  - [SCIWAY](#)
  - [Cola Today](#)
  - [WIS TV](#)
  - [City of Columbia](#)
  - [UofSC Alumni Association](#)
  - > Launch social campaign releasing information about the event to encourage attendees
    - Post silent auction items as they are added
    - Post stories about past or current families to drive home the mission of RMHC
    - Create countdown graphics to highlight significant milestones
    - Create content around relevant social media holidays, including:
      - Feb. 14: Valentine's Day
      - Feb. 17: Random Acts of Kindness Day
      - Feb. 29: Rare Disease Day
      - Mar. 8: International Women's Day
      - Mar. 12: World Kidney Day
      - Mar. 14: PiDay
      - Mar. 20: International Day of Happiness
      - Mar. 20: World Storytelling Day
      - Mar. 20: First Day of Spring
      - Mar. 21: World Poetry Day
    - Post a social media giveaway for two tickets to the gala, encouraging fans to tag/follow their friends in order to increase exposure of the event to a new audience
    - Highlight sponsors
  - > Reach out to South Carolina-based ADPi chapters to have a feature in their newsletter to alumni, or an opportunity to post in their internal groups
  - > Launch a paid social effort on Facebook with the \$500 budget to target our desired attendee audience
  - > Identify and partner with local social media influencers to boost the impact and audience of your social efforts