



Exposing the  
great work you  
do so others take  
notice

Public relations packages that *magnify*  
the great work of your association



Going through the maze of options is challenging for any non-profit decision maker.

Action Strategies simplifies the process with 5 pre-packaged services. Public relations acts as a magnifier of the unappreciated value your organization brings. Are you getting the credit you deserve?

Action Strategies is your magnifier.



### MEDIA, PUBLIC RELATIONS & SOCIAL MEDIA TRAINING

- ✓ Specials available for groups of 5 and more

### IMPACT TOOLS TO IMPRESS

We build the public relations tools so you can concentrate on getting your message out.

- ✓ media list development
- ✓ media kit
- ✓ story ideas/pitches for success
- ✓ online/ over the phone help & coaching
- ✓ Building and managing of social media profiles (where and if required).

Building a solid foundation for awareness



### ONGOING COMMUNICATIONS/ PR SUPPORT

We undertake all aspects of outreach to magnify your organization's profile

- ✓ planning session with communications plan
- ✓ media list and media kit development
- ✓ ongoing publicity support & "pitching" to the media
- ✓ event coordination
- ✓ crisis management
- ✓ speech writing
- ✓ social media support

### EVENT MANAGEMENT

- ✓ press & publicist on site with event coordination
- ✓ media kit
- ✓ plan development
- ✓ ongoing publicity support
  - ✓ (minimum 6 weeks' notice required)
- ✓ media list development
- ✓ promotional material
- ✓ linkages with sympathetic groups
- ✓ ad development



### COMMUNICATIONS & PR PLANS

"A business wouldn't start without a business plan. Why launch a publicity campaign without a plan?"

- ✓ 20-25 page detailed plan with story ideas/pitches for success resulting from:
  - ✓ one-on-one consultations to lay out the foundations of success for the next 3-5 years
  - ✓ research of messages that motivate your audience



Magnifying your message to media & audiences

