Exposing the great work you do so others take notice

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

Action Strategies

Non-Profit Message Magnifiers

Action Strategies (819) 770-2899 264B, rue Champlain Gatineau, QC J8X 3S1 www.actionstrategies.ca

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.

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

MEDIA, PUBLIC RELATIONS & SOCIAL MEDIA TRAINING

- ✓Specials available for groups of 5 and more

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

Magnifying your message to media & audiences

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

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

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