



NORTH CAROLINA
FOUNDATION
FOR PUBLIC SCHOOL CHILDREN

Public Relations Campaign for North Carolina Foundation for Public School Children

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Problem Statement

Despite having a noble goal, the North Carolina Foundation for Public School Children only consists of a two-person team. Due to its small team, the organization lacks knowledge on how to best reach its audience, what content to create, and how to maintain this trajectory. The organization has a weak social media presence and struggles to reach potential donors. This situation results in fewer donations, reach, and resources for struggling students in North Carolina. To address some of these issues, our team hopes to create a PR Plan that includes social media management, social media content making, news outlets that connect best with the organization, and campaigns that can then be turned into visuals.

Situational Analysis

Organizational Analysis

Background

The North Carolina Foundation for Public School Children was started about 28 years ago by John Wilson who worked with the NC Association of Educators. While traveling to visit teachers he was able to see that every teacher served students with specific financial needs, and often teachers would use their own money for it. NCFPSC offers hope, dignity and opportunity to the state's most underserved public school students by providing for needs that local, state and federal governments do not. The mission is carried out through three initiatives:

- The Children's Fund: A resource for public school employees seeking assistance on behalf of students for items & services that directly relate to a student's academic experience.
- NC Teacher Cadet: An in-state teacher recruitment program designed to prepare students to become the next generation of teachers, ensuring they reflect the diversity of the communities they serve.
- Disaster Relief: Use funds to replace clothing, basic necessities, and school supplies for students and educators that were impacted by natural disasters.

Goals

The organization's primary communication goals and objectives include expanding themselves in order to help as many children as they can. The organization has identified several short-term and long-term communication objectives, such as efforts to establish connections with North Carolina Public Television, create compelling storytelling videos and enhance social media presence by posting content consistently, aiming for updates every 2 to 3 days. NCFPSC also seeks ways to attract volunteers and aims to expand their efforts.

Mission

NC Foundation for Public School Children is the education lifeline and safety net that offers hope, dignity and opportunity so ALL students have a fair chance to learn and enjoy school.

Target Audience

The target audience for the initiative comprises citizens, organizations, philanthropists and individuals with the means and inclination to contribute significantly towards causes that make a tangible difference. Other secondary audiences, including school nurses and guidance counselors, represent valuable stakeholders who can amplify the message and extend its reach within their respective communities.

Stakeholders

- Assist/Support:
 - Undocumented students, single parents and families affected by job loss.
 - Students must be enrolled in Pre K–12 public schools
 - Poorest counties of North Carolina tier 1 counties (poorest counties)
- Supporters: College and high school students who donate, public schools issuing checks, and retired teachers contributing to the cause.
- Partners: NC Association of Educators and Public Schools

Channels

The organization maintains an active social media presence to share narrative-driven stories with its audience.

Social media:

- Facebook: Facebook serves as a primary platform for most donors. We currently don't know the reach for newsletters. Have 2.6k followers on Facebook & obtain 2.5 likes overall. Organization seems to post frequently—about once or twice a week.
 - Their Facebook content includes events they've hosted, opportunities for teachers on how they can help or about students on how they can be helped.
- Instagram: Have 370 followers on Instagram. Instagram likes average from 3–25 likes, while comments are few to none. Seems like they have started to post again after a long hiatus since May 2023, but have been quite consistent with their frequent posts.
 - Their Instagram has the same content as their Facebook.
- E-newsletters: Promotes their events, charity donations and gives stakeholders an update. Audience reach is unknown

Other Channels:



- Before Covid, community events were successful, often hosted in private homes.
- Engaged in short-term collaborations with other organizations, such as partnering with the NC Food Bank.
- Host fundraisers, notably the Champions for Children Gala, which garners strong support from the Raleigh community.
- Organizes a large backpack and school supply drive, collecting over 300 donated backpacks.
- Distribute flyers at nurse conferences to expand outreach efforts.

Methodology

Primary research was conducted by collecting direct information from the organization's source (website). An interview was also conducted to gather further background information about the organization. The director of the organization is in the process of giving us the organization's platform login where we will be able to analyze their content, such as user comments, sentiments and engagement patterns. We also collected numerical data and metrics related to the organization's Instagram performance such as the number of followers, likes, comments, shares, impressions, reach and engagement rates.

Budget & Issues

NCFPSC's annual communication budget amounts to \$14,000, with a significant portion designated for a graphic and web design company. The resources allocated to communications include a dynamic board and a PR and marketing committee, which is not very active at the moment. NCFPSC has a contract with a company for website and graphic maintenance, but they require comprehensive input. Challenges in meeting communication goals include staying within budget, which can be addressed by consulting the board, as well as managing the time and staffing required for communication efforts.

SWOT Analysis

Strengths:

- **Established Reputation:** The organization has built a reputable presence within North Carolina among educators and donors.
- **Targeted Assistance:** NCFPSC specifically targets children with financial needs in public schools, addressing a gap in education funding.
- **Diverse Funding Sources:** The organization receives support from various stakeholders like citizens, organizations, philanthropists, and even former educators.

Weaknesses:

- **Limited KPIs and Data Analysis:** Lack of specific KPIs and data analysis tools making it hard for the organization to measure the effectiveness of its communication efforts.
- **Limited Resources:** Despite having an annual budget for communication initiatives, there are resource constraints, particularly in terms of staffing time and active involvement in PR and marketing efforts.
- **Audience Segmentation:** While the organization identifies its primary audience broadly, there is a lack of segmentation to tailor communication strategies effectively to different donor segments.
- **Reliance on Traditional Communication Methods:** While NCFPSC utilizes various communication channels, there may be a need to explore more modern and digital avenues to expand reach and engagement further.

Opportunities:

- **Strategic Partnerships:** Collaborating with other organizations and partners on communication projects can extend the organization's reach and resources.
- **Leveraging Digital Platforms:** Expanding presence on digital platforms like social media, YouTube, and online news outlets can help reach broader audiences.
- **Storytelling:** Investing in videography and storytelling can amplify the impact of the organization's message, particularly by showcasing the stories of children and educators benefiting from its programs.
- **Awareness Campaigns:** Engaging in media partnerships and press releases, particularly with North Carolina Public Television and news stations, can raise awareness about the organization's mission and initiatives.
- **Connection to Interns:** Being in close proximity to many universities, there is a large opportunity to connect with young professionals who can help propel the organization.



Threats:

- **Competition for Funding:** Given the competitive landscape of nonprofit organizations, NCFPSC may face challenges in securing funding, especially from donors who have various causes they wish to support.
- **Technological Changes:** Rapid advancements in technology may require constant adaptation and investment in communication tools to remain relevant.

Publics

The different audiences of the North Carolina Foundation for Public School Children play crucial roles in the success of the organization. Their diverse perspectives, dedication, and engagement can help create a nurturing environment for educational growth and community development.

- **Journalists**

Journalists play a vital role in informing the general public about the challenges and successes related to the NC Foundation for Public School Children. Through their reporting, they shed light on issues such as education inequality, funding gaps, innovative programs, and success. By raising awareness and encouraging public discourse, journalists can mobilize support, drive policy changes, and inspire community involvement to enhance the educational opportunities for all public school children.

- **General Public**

For the NC Foundation for Public School Children, the general public encompasses all residents within North Carolina, who might have an interest in the foundation's mission or activities, regardless of their direct connection to public schools.

- **Volunteers**

Volunteer opportunities can help the NC Foundation for Public School Children create a robust and diverse volunteer network, contributing to the foundation's mission to enhance public education in North Carolina.

Goal Statement

The North Carolina Foundation for Public School Children (NCFPSC) aims to expand its outreach efforts and attract new volunteers to support its mission of providing hope, dignity, and opportunity to all students for a fair chance to learn and enjoy school. Our PR plan focuses on leveraging various communication channels, with a primary emphasis on enhancing social media presence.

Our two main goals are to increase organizational awareness and attract new volunteers.

1. Increase Organizational Awareness: The PR campaign seeks to raise awareness about NCFPSC's mission and initiatives among key stakeholders, including journalists and donors/the general public.. Through strategic communication efforts, we aim to highlight the organization's impact on public education in North Carolina and its role as a vital resource for supporting students and educators statewide.

2. Attract New Volunteers: Our goal is to attract and retain volunteers who are committed to making a difference in their communities by supporting public education. By showcasing compelling narratives and engaging content on social media platforms, we aim to inspire individuals to join NCFPSC's volunteer network and contribute their time, skills, and resources to advancing the organization's mission.

We will develop a comprehensive social media strategy focused on consistent content creation and engagement across platforms such as Facebook and Instagram. By sharing impactful stories, event updates, and organizational news, we aim to increase followership, drive engagement, and amplify the reach of NCFPSC's message to a broader audience.

Through a strategic PR campaign focused on increasing organizational awareness and attracting new volunteers, the North Carolina Foundation for Public School Children aims to strengthen its impact on public education. By harnessing the power of storytelling and social media engagement, we strive to inspire action, drive positive change, and create brighter futures for all students in North Carolina.

Objectives by Publics

Journalists: Craft a **press release** that **raises awareness** of NCFPSC’s “Back Our Students” drive within the next **six** months.

- **Specific:** Create a press release that reaches journalists and produces a feature/mention in a local news station.
- **Measurable:** A story is published or shown.
- **Achievable:** Local news stations, WRAL specifically, tend to be more open to non-profit organizations’ stories.
- **Relevant:** The news release will form into a story that will then get aired in local news stations where NCFPSC’s audience is predominantly located.
- **Time-based:** Six months will be allotted to contacting experts.

Donors and General Public: Increase social media following on **Facebook** by **35%** within **three** months of the campaign using **personal student stories, event reminders, and organization news posts.**

- **Specific:** Create social media posts and templates that can be used to maintain a consistent uploading schedule.
- **Measurable:** Analytics/insights will be used to compare new impressions to original data.
- **Achievable:** NCFPSC has multiple events and plenty of opportunities to post and get their audience involved.
- **Relevant:** Increasing social media impressions will increase organizational awareness and allow NCFPSC to reach more people.
- **Time-based:** Considering NCFPSC’s current engagement on Facebook, it is estimated the three months will be enough to reach the impression target numbers.

Donors and General Public: Increase social media following on **Instagram** by **15%** within **three** months of the campaign using **personal student stories, event reminders, and organization news posts.**

- **Specific:** Create social media posts and templates that can be used to maintain a consistent uploading schedule.
- **Measurable:** Analytics/insights will be used to compare new impressions to original data.
- **Achievable:** NCFPSC has multiple events and plenty of opportunities to post and get their audience involved.
- **Relevant:** Increasing social media impressions will increase organizational awareness and allow NCFPSC to reach more people.
- **Time-based:** Considering NCFPSC’s current engagement on Instagram, it is estimated the three months will be enough to reach the impression target numbers.



Volunteers: Attract **ten** consistent volunteers within the next **six** months utilizing **flyers** with a motivational message and a call-to-action.

- **Specific:** Create a flier inspired by previous volunteers and the benefits of volunteering with NCFPSC.
- **Measurable:** Success will be determined based on the number of volunteers gained.
- **Achievable:** NCFPSC has had temporary volunteers in the past, especially during drives and events.
- **Relevant:** Attracting volunteers and creating materials for them will help the organization continue its communication efforts.
- **Time-based:** Allotting six months for this objective allows NCFPSC to take advantage of summer and fall volunteers/internships.

Message Strategies by Public

1. Journalists: Key Message: "Aiming to Enhance Learning Opportunities Statewide"

- Justification: Highlighting its potential to make a meaningful difference in the state's educational landscape.
- Purpose: To inform, engage, advocate, and inspire, ultimately contributing to the enhancement of public education and the well-being of North Carolina's students and communities.

2. General Public: Key Message: "Unlocking Potential, Building Brighter Futures: Together, Let's Elevate The North Carolina Foundation for Public Schools Children"

- Justification: A vital role is played in supporting and strengthening public education in the state, addressing critical needs, fostering community engagement, and empowering students to achieve their dreams.
- Purpose: Serves as a catalyst for positive change in the state's public education system, advocating for students, supporting educators, engaging communities, and promoting equity and inclusion.

3. Volunteers: Key Message: "Make a difference ... Volunteer for Education"

- Justification: Appealing to volunteers' desire to make a difference in their communities aligns with their intrinsic motivation to contribute their time and skills to meaningful causes. The key characteristics of likely volunteers, providing insights into their demographics, values, behaviors, and motivations, is that it helps organizations understand who might be interested in volunteering and why, guiding recruitment and engagement strategies.
- Purpose: Recruit and engage volunteers by emphasizing the personal fulfillment and positive impact they can have on students' lives through their active involvement in education focused programs and initiatives. Ranging from community support and personal development, to social connections and creating a positive impact. Understanding these underlying purposes helps this organization design volunteer programs that meet these needs and effectively engage individuals who are willing to give their time and effort to support their communities.

Action/Communication Strategies and Tactics

Strategies to Execute Objective #1:

- Distribute press releases highlighting the “Back Our Students” Drive to inform the public about the event and get the community to participate
- Build relationships with journalists and reporters at local news stations, especially WRAL
- Involve prominent community leaders or public figures who support the “Back Our Students” initiative
- Pitch the story/press release to journalists and reporters
- Monitor media coverage and public responses
- Follow up with journalists after sending the release to gauge interest and provide additional information or interviews if needed
- Track metrics such as media mentions, audience reach, and community engagement and make data-driven adjustments

Additional Suggestions:

- For additional coverage, contact and hire local videographers to shoot a short video detailing a story from the organization
- Share the story on social media and the website

Strategies to Execute Objectives #2 and #3:

- Post and pin the provided “Who We Are” social media post on **Instagram** that highlights who the organization is and what they do, making it easy for people to see and find
- Post and pin the provided infographic to **Facebook** that details the organization and what they have accomplished, making it easy for people to find. (Note: Example numbers were plugged in, so make sure to update with correct information).
- Use the Meta Suite (Facebook and Instagram analytics) to conveniently cross-post on both Facebook and Instagram
- Create a plan for continued social media posting, establishing a **regular posting schedule**
- Analyze website and social media traffic after each post using analytical tools on Meta Suite

Additional Suggestions:

- Highlight heartfelt success stories on social media– both written and video content– that also give people an understanding of where their donations are going
- Create posts that detail important events/initiatives using free websites like Canva
- Join and participate in teacher/educator Facebook groups, responding to relevant posts and sharing important information that can benefit teachers
- Encourage volunteers and donors to post their experiences on social media to amplify reach, repost relevant content
- Capture and share photos and videos that showcase the work of the foundation
- Utilize polls, quizzes, and interactive posts to encourage engagement and increase reach
- See additional post recommendations



Strategies to Execute Objective #4:

- Print the provided “Call for Volunteers” flyers
- Distribute flyers to local middle and high schools, colleges and universities, and on community boards
- Leverage the existing networks of volunteers and supporters to distribute the flyers– encourage them to share the flyers with their friends, family, colleagues, and social circles
- Share the digital version of the flier on social media pages
- Keep track of where and how the flyers are being distributed to assess the effectiveness of different strategies, monitor engagement and feedback
- Once volunteers sign up, maintain regular communication with them via email and keep them informed about upcoming events, opportunities, and organizational updates
- Provide a short and simple onboarding/training for new volunteers
- Seek feedback from volunteers on their experiences and suggestions through online forms for continuous improvement and growth
- Recognize volunteers for their commitment and contributions regularly, fostering a sense of belonging and encouraging retention
- Record volunteer attendance at events and measure retention

Sample Communication Pieces

TACTICAL PIECE #1

"Back Our Students" Press Release

- This is a two page press release, aimed towards local news stations to encourage them to run a story on NCFPSC's backpack drive



Contact Name: Marca Hamm

Phone: 984-922-3625

Email: marca.hamm@ncfpssc.org

**FOR IMMEDIATE
RELEASE**

From Backpacks to Bright Futures: NC Foundation's Commitment to Student Success

[RALEIGH, N.C., March 31—] The North Carolina Foundation for Public School Children is proud to announce the continuation of its annual "Back Our Students" drive, aimed at providing essential school supplies to students in need across the state. With a commitment to supporting educational equity, the foundation donates about 250 backpacks annually, each filled with school supplies to assist students in their academic settings. This is not just a one-time drive, but a continuous effort to ensure that all children are set up for success from the moment they walk through the classroom door.



Despite strides in educational accessibility, many students across North Carolina still lack basic school essentials. Sherita Cobb, Executive Director of Student Services at Orange County Public Schools, emphasized the significance of this initiative, stating, "We have students in all our schools who still do not have backpacks." The importance of this drive was emphasized by Beverly Rascoe, a school social worker, who remarked, "This Foundation just made my job a whole lot easier."

For children impacted by the scarcity of resources, attending school without proper supplies can be a daunting experience. Some have resorted to carrying their belongings in plastic or paper bags, while others arrive with nothing at all. The "Back Our Students" drive seeks to alleviate this burden by ensuring that every child has access to the tools they need to thrive academically.

The Foundation invites members of the community to contribute to this vital cause. Donations of any amount are welcomed and appreciated, with just \$50 being sufficient to fill a backpack with essential supplies. Every contribution, regardless of size, has the power to make a meaningful difference in the lives of North Carolina's students.

Those interested in supporting the "Back Our Students" drive can drop off donations at 3700 Glenwood Avenue, Suite 510, Raleigh NC 27612, during designated hours from 9:00 AM to 4:00 PM on Tuesdays, Wednesdays, and Thursdays.



Join the North Carolina Foundation for Public School Children in empowering students across the state to excel in their education. Together, we can ensure that no child is left behind due to a lack of basic school supplies.

For more information or to make a donation online, please visit

<https://ncfpssc.org/back-our-students-drive/>.

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The North Carolina Foundation for Public School Children is a 501(c)(3) non-profit organization in Raleigh, North Carolina that provides essential resources and support to students facing economic, social, and academic challenges, ensuring that no child is left behind due to a lack of resources.

TACTICAL PIECE #2

"Who We Are" pinned Instagram post

- This will be a pinned post at the top of their Instagram feed that gives a basic overview of the organization and who they are and what they do. It will be a mix of informational graphics and candid images that can give someone a holistic snapshot of what the organization is when they find the page.
- This is aimed towards people who care about public education but do not know about this foundation yet to give them more information and encourage them to get involved.
- Caption: "Want to know more about the NC Foundation For Public School Children? Well look no further! Swipe here to learn more about what our foundation stands for and who we serve, as well as how to get involved."



Who We Are



Our Mission

"The North Carolina Foundation for Public School Children is the education lifeline and safety net that offers hope, dignity, and opportunity to our state's most underserved public school students by providing for needs that local, state, and federal governments do not. Working directly through public school personnel, our mission is carried out through three initiatives."



Children's Fund

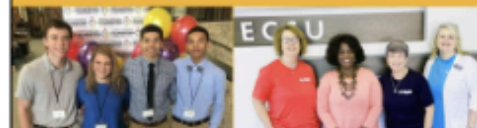
Allows public school employees to request assistance on behalf of their students. We can help provide items and services children need to be successful in school.

(This can include eyeglasses, school supplies, clothing/shoes, medication, hearing aids, etc.)



NC Teaching Cadet

A teacher recruitment and leadership program designed to create the next generation of North Carolina teachers that reflect the diversity of the students they serve.



Disaster Relief

We use funds to replace clothing, basic necessities, and school supplies after natural disasters so that students and educators will have what they need to be in school.



Get Involved:

Visit our website
<https://ncfpssc.org/>

Connect with us on social media
(@ncfpssc on Instagram, Facebook, X)

TACTICAL PIECE #3

Champions for Children Gala Poster

- This flier is to encourage people to buy tickets to the gala
- This flier will be used mainly for physical copies, but also can be shared on social media
- They can be put up in the office and hung in community centers and partners offices to attract people who would be potential attendees (and therefore donors)



The poster features the North Carolina Foundation for Public School Children logo in the top left corner. The main title 'CHAMPIONS FOR CHILDREN GALA' is written in a large, blue, serif font. Below the title, the date and time 'MAY 3RD, 2024 | 5:30 P.M.' and the location 'ANGUS BARN PAVILLION' are listed in a smaller, blue, sans-serif font. A line of text in italics reads 'Join us for a dinner and silent auction to benefit North Carolina public school children'. In the bottom left corner, there is a QR code and the text 'FOR MORE INFORMATION AND TO PURCHASE TICKETS:'. The right side of the poster is decorated with a vertical stream of small, yellow, five-pointed stars.

NORTH CAROLINA
FOUNDATION
FOR PUBLIC SCHOOL CHILDREN

CHAMPIONS FOR CHILDREN GALA

MAY 3RD, 2024 | 5:30 P.M.
ANGUS BARN PAVILLION

*Join us for a dinner and silent
auction to benefit North Carolina
public school children*

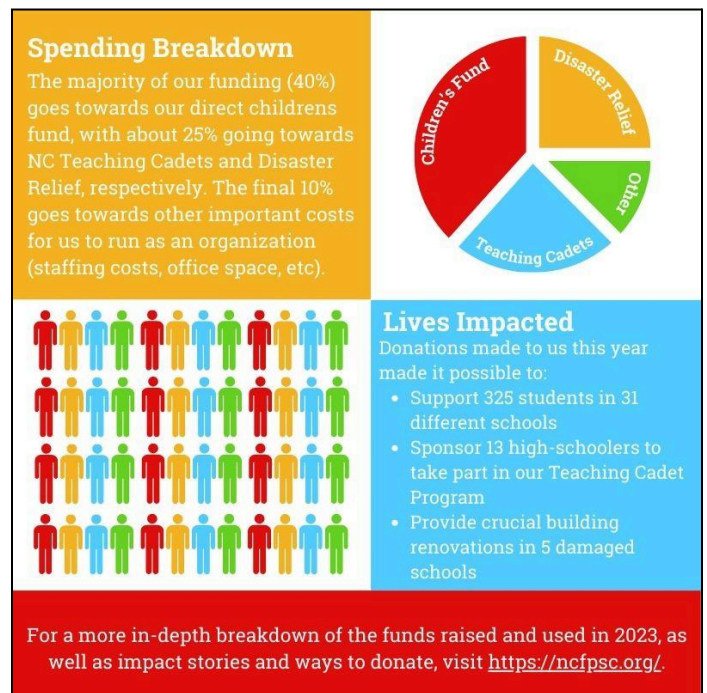
FOR MORE
INFORMATION AND TO
PURCHASE TICKETS:



TACTICAL PIECE #4

2023 Fundraising Infographic

- This will be a 2023 Wrapped for the organization – amount of money raised, children impacted etc. This will go on Facebook, where we anticipate the most donors coming from.
- Caption: "To every generous donor who made 2023 our most successful year yet: we cannot thank you enough. We were able to touch more lives than every before thanks to the funds raised that support our programs. Please read on to see just how much of an impact we made this year and learn more about how you can join us in 2024."



TACTICAL PIECE #5

Call for Volunteers

- This flier contains information about volunteering with NCFPSC
- This will be used for physical copies, but can also be adjusted for use on social media sites



The flier features the North Carolina Foundation for Public School Children logo in the top right corner. The main title "CALL FOR VOLUNTEERS" is prominently displayed in green and blue. Below the title, the text asks if the reader is passionate about supporting children and educators in North Carolina, and then invites them to join the mission to make public schools in NC strong. A QR code is located in the bottom right area of the flier. At the bottom, there is a row of colorful hands, each with a white heart on the palm, reaching upwards.

**CALL FOR
VOLUNTEERS**

Are you passionate about
supporting children and
educators in North Carolina?

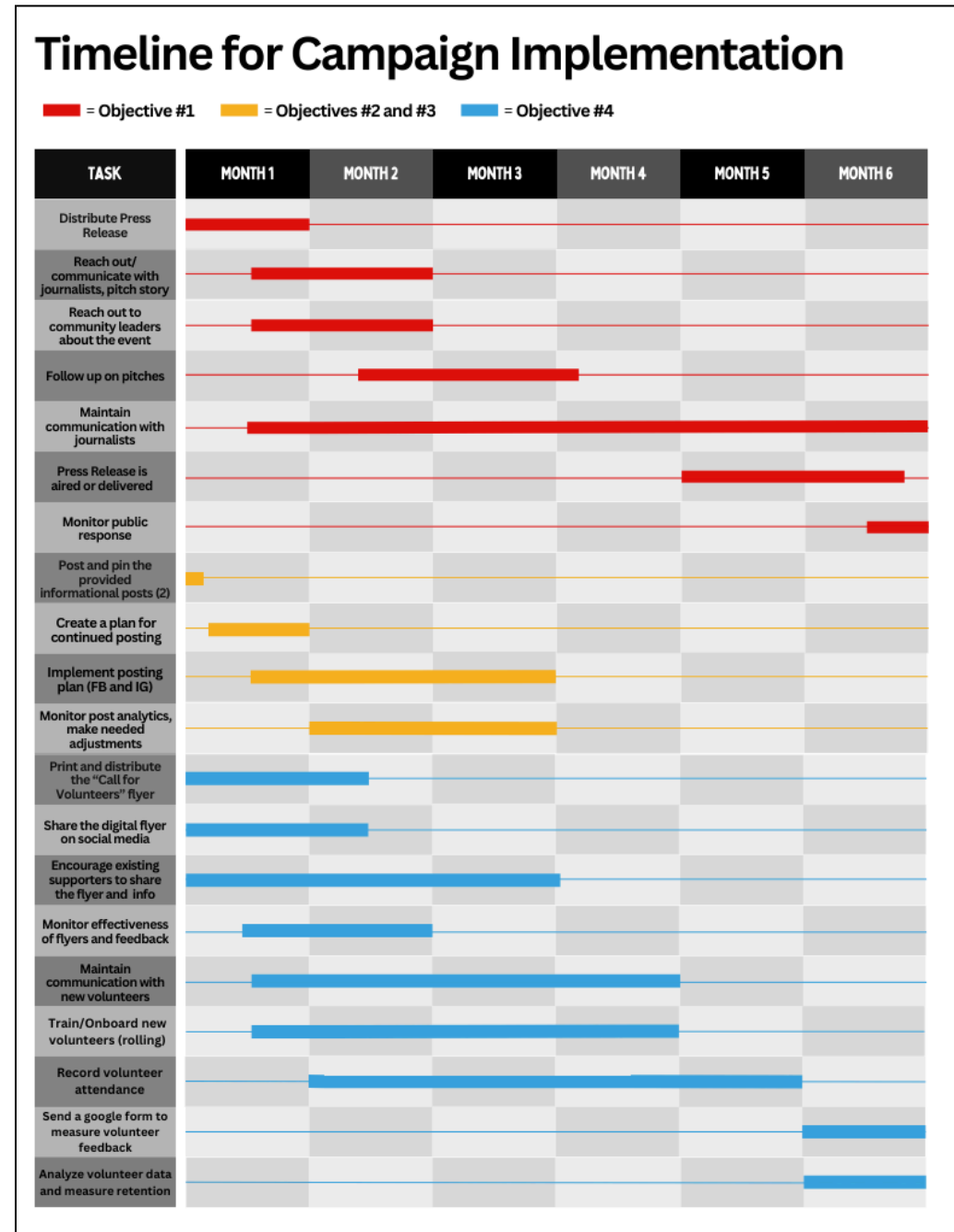
Then join us in our mission to
make our public schools NC
strong.



Implementation

Timeline

This timeline details the tasks that need to be completed to execute the objectives of this campaign. It has been color-coded based on each objective over the course of six months.



Budget

This budget includes the anticipated costs for the implementation of this campaign.

NCFPSC CAMPAIGN BUDGET		
Campaign Item	Description	Estimated Cost/Total
Advertising		
Meta Suite	For social media	Free
Fliers	.25 for 400 fliers	\$100
Canva	\$120/yr	\$120/yr
Personnel		
PR Intern	\$10/hr x 15 hrs	\$150
Total		\$370

Evaluation – How We Will Measure Success

To measure the success and effectiveness of this public relations campaign, we advise the North Carolina Foundation for Public School Children to monitor the following:

- Social Media following numbers
- Consistent volunteer attendance
- Mention of the "Back Our Students" Drive and press release using Google Alerts or Google Trends
- Analytics for Instagram and Facebook

By using analytics and monitoring their following count, NCFPSC will cost-effectively evaluate whether we achieved our goal of raising their social media following by the percentage and timeline we planned.

In monitoring consistent volunteer attendance, the organization will evaluate if we have achieved our objective of attracting ten consistent volunteers using fliers and call-to-actions.

By utilizing Google Alerts and Google Trends, the North Carolina Foundation for Public School Children will evaluate "Back Our Students" Drive awareness and mentions of the press release.

These evaluation materials, in addition to the software used to create our pieces (Canva), are cost-effective methods the organization can continue using.

We have created this campaign with materials and suggestions that can be repeatedly used and catered to the North Carolina Foundation for Public School Children's future needs.

APPENDIX

A.1. Social Media Templates

[Various templates for Facebook and Instagram intended for sharing student stories.]

A.2. Press Release

[Press release highlighting North Carolina Foundation for Public School Children's "Back our Students" Drive.]

A.3. "Who We Are" Pinned Instagram Post

[Informational graphic displaying who the organization is and what they do.]

A.4. Champions for Children Gala Poster

[An event poster with a QR code encouraging people to buy tickets and attend.]

A.5. 2023 Fundraising Infographic

[Infographic summarizing what NCFPSC did in the past year.]

A.6. Volunteer Flyer

[Flier encouraging volunteers to join NCFPSC with a call-to-action.]

A.7. Timeline

[A timeline for the objectives and pieces planned.]

A.8. Budget

[Budget highlighting what expenses the goals and objectives may need.]

A.1. Social Media Templates





A.2. Press Release



Contact Name: Marca Hamm

Phone: 984-922-3625

Email: marca.hamm@ncfpssc.org

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schools who still do not have backpacks." The importance of this drive was emphasized by Beverly Rascoe, a school social worker, who remarked, "This Foundation just made my job a whole lot easier."

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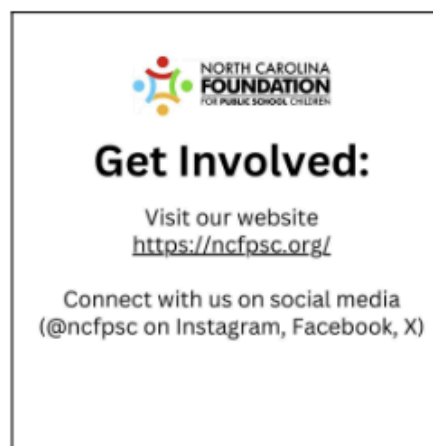
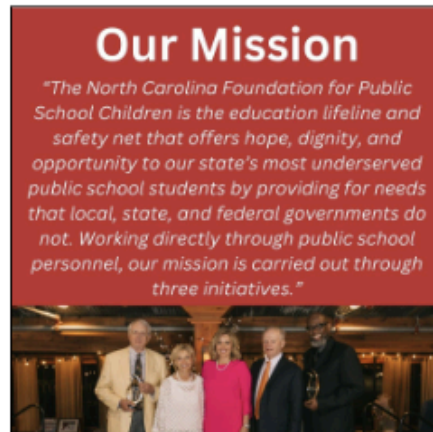
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A.3. "Who We Are" Pinned Instagram Post



A.4. Champions for Children Gala Poster



The poster features the North Carolina Foundation for Public School Children logo in the top left corner. The main title 'CHAMPIONS FOR CHILDREN GALA' is written in a large, blue, serif font. Below the title, the date and time 'MAY 3RD, 2024 | 5:30 P.M.' and the location 'ANGUS BARN PAVILLION' are listed in a smaller, blue, sans-serif font. A line of italicized text reads 'Join us for a dinner and silent auction to benefit North Carolina public school children'. In the bottom left corner, the text 'FOR MORE INFORMATION AND TO PURCHASE TICKETS:' is followed by a QR code. The right side of the poster is decorated with a vertical stream of small, gold, five-pointed stars.

 NORTH CAROLINA
FOUNDATION
FOR PUBLIC SCHOOL CHILDREN

CHAMPIONS FOR CHILDREN GALA

MAY 3RD, 2024 | 5:30 P.M.
ANGUS BARN PAVILLION

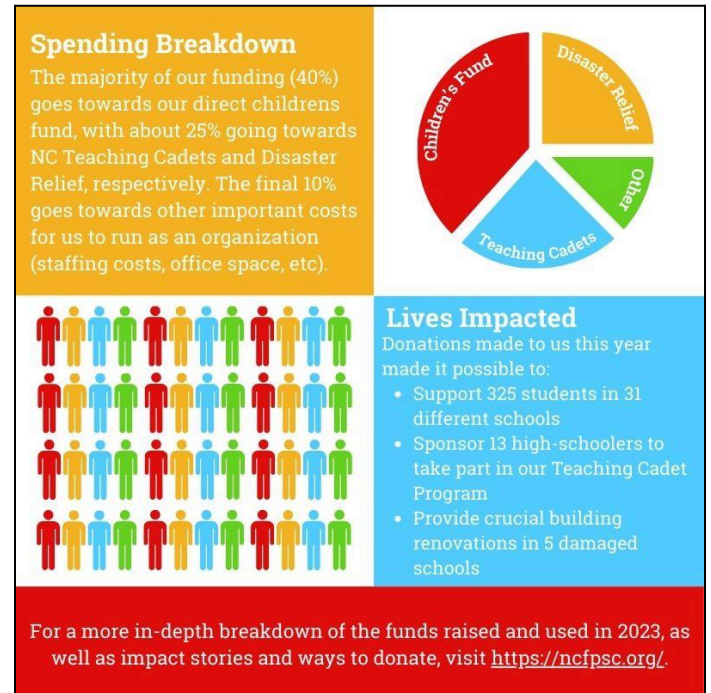
*Join us for a dinner and silent
auction to benefit North Carolina
public school children*

FOR MORE
INFORMATION AND TO
PURCHASE TICKETS:



A.5. 2023 Fundraising Infographic

Note: Numbers not accurate.



A.6. Call For Volunteers Flier



**CALL FOR
VOLUNTEERS**

Are you passionate about
supporting children and
educators in North Carolina?

Then join us in our mission to
make our public schools NC
strong.



The flier features a clean white background. At the top right is the North Carolina Foundation for Public School Children logo. The main title 'CALL FOR VOLUNTEERS' is prominently displayed in large, bold, sans-serif font, with 'CALL FOR' in green and 'VOLUNTEERS' in blue. Below the title, a central text block asks if the reader is passionate about supporting children and educators in North Carolina, and then invites them to join the mission to make public schools in NC strong. To the right of this text is a square QR code. At the bottom of the flier is a decorative border consisting of numerous colorful hands (in shades of pink, yellow, blue, red, and purple) reaching upwards, each with a white heart on its palm.

A.7. Timeline

Timeline for Campaign Implementation

■ = Objective #1 ■ = Objectives #2 and #3 ■ = Objective #4

TASK	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6
Distribute Press Release	■					
Reach out/communicate with journalists, pitch story	■	■				
Reach out to community leaders about the event	■	■				
Follow up on pitches		■	■			
Maintain communication with journalists	■	■	■	■	■	■
Press Release is aired or delivered					■	■
Monitor public response						■
Post and pin the provided informational posts (2)	■					
Create a plan for continued posting	■	■				
Implement posting plan (FB and IG)	■	■	■			
Monitor post analytics, make needed adjustments		■	■			
Print and distribute the "Call for Volunteers" flyer	■	■				
Share the digital flyer on social media	■	■				
Encourage existing supporters to share the flyer and info	■	■	■			
Monitor effectiveness of flyers and feedback	■	■	■			
Maintain communication with new volunteers	■	■	■	■		
Train/Onboard new volunteers (rolling)	■	■	■	■		
Record volunteer attendance		■	■	■	■	
Send a google form to measure volunteer feedback						■
Analyze volunteer data and measure retention						■

A.8. Budget

NCFPSC CAMPAIGN BUDGET

Campaign Item	Description	Estimated Cost/Total
Advertising		
Meta Suite	For social media	Free
Fliers	.25 for 400 fliers	\$100
Canva	\$120/yr	\$120/yr
Personnel		
PR Intern	\$10/hr x 15 hrs	\$150
Total		\$370