

ANNE KLEIN COMMUNICATIONS GROUP

Empowering Volunteers With Public Relations Tools

One in a Series of Award-Winning Solutions

The Challenge:

Supply regional chapters of BetterInvesting (formerly the National Association of Investors Corporation, a national nonprofit organization supporting investor education) with the tools they need to promote themselves through the media to potential individual investors and investment club members.

Results:

- 234 users in 83 BetterInvesting chapters across the nation accessed the Chapter PR Web site.
- Users noted that the Web site demonstrated BetterInvesting's renewed interest in supporting its chapters.
- Anne Klein Communications Group trained 70 chapter directors on using the Web site during a special session at BetterInvesting's National Convention.

Background:

Because BetterInvesting is a membership organization that relies heavily on the efforts of its chapter level volunteers, AKCG and BetterInvesting identified effective and timely communications with chapters as imperative for promoting a robust chapter structure leading to improved retention and recruitment of members. BetterInvesting conducted focus groups and surveyed its chapter directors. Chapter directors indicated that they would welcome more marketing and public relations support from BetterInvesting headquarters.

Campaign:

BetterInvesting wanted to empower and motivate regional volunteers with a Web-based public relations resource that facilitated the "sharing of ideas." AKCG created the Chapter Public Relations Web site to host relevant, adaptable public relations information and created tools on the Web site with which chapter representatives could contact each other, and share ideas and best practices. AKCG contracted with Solution Media to develop the site's content management system. AKCG outlined and developed content for the Web site, including:

- "Basic Guide to Public Relations" – a step-by-step introduction to the process of handling public relations for BetterInvesting chapters;
- "PR Tools" – home to template news releases, key messages, talking points, a fact sheet, ready-for-print logos and artwork, and tips about style and Web design;
- "The Grapevine" – a bulletin board for chapter directors to contact their peers;
- "Best Practices" – a section devoted to highlighting chapter successes; and
- "Links" – relevant to the chapter's public relations activities, including: media services, special events planning tips, newswires and financial information.

Registrants also received *Chapter Publicity In-site*, a periodic e-newsletter written by AKCG to share media pitching tips and success stories of PR colleagues from other chapters. (BetterInvesting has since expanded its online chapter support and incorporated AKCG's Chapter PR Web site into a more robust, multi-purposed BetterInvesting site.)

To learn more about how Anne Klein Communications Group can help your organization meet the challenges of today's fast paced media demands, please call and ask for Anne Klein or Chris Lukach.