

# PR, communications, and the internet

**October 27, 2022**

PMAP 3210: Introduction to Nonprofits  
Andrew Young School of Policy Studies

# Plan for today

**Public relations**

**Nonprofits and the internet**

**Evaluating nonprofit PR**

# Public relations

# Public relations

"Public relations (PR) is the practice of managing the flow of information between an individual or an organization and the public."

**What your organization is  
communicating in all its interactions**

# Every organization does it

Consciously



Jen Psaki, White House press secretary

Unconsciously

A screenshot of a website titled "Welcome to the World's Worst Website!". The page is designed to illustrate common web design mistakes. It features a dark brown background with a pattern of small white dots. The text is in various colors and sizes, often contrasting poorly with the background. The page includes several sections of text, each with a small image or icon. The text includes: "Welcome To My Website!", "Welcome to the World's Worst Website!", "This web was designed to graphically demonstrate the most common mistakes made by new Web Page designers.", "Where am I and where are the links to other pages?", "An easy to use navigation structure is essential to any well designed website! Important information should never be more than 2 clicks away.", "As you can see, this text is difficult to read. There needs to be more contrast between the background color and the text color. Here's another example of a poor choice of a background/ text color and size.", "Keep your backgrounds simple. White or light colors usually work best. Your background should not compete with the content of the page for the users' attention. If you would like to use a background picture, select a picture that uses muted colors or format your picture as a watermark. Select text colors which will contrast well with the background picture.", "Constantly running animations can be distracting when used excessively. There should be no more than one animated object in your view at any time. Also in this category are excessive, large, flashing &amp; obnoxious advertisements.", "Excessive advertisements: Aggressive pop ups, banners, flash ads and other intrusive ads annoy your visitors, make your site difficult to use and bury your message in a sea of clutter." The page also includes a sidebar with links to "The 'I Hate Frames' Frames Page", "Another I Hate Frames Page", "The International I Hate Frames Club", and "Why Frames Suck (Most of the Time)".

# Why do PR as a nonprofit?

Promote the nonprofit's mission and purposes

Create and promote a public image to develop and maintain a donor base and public support

Generate awareness of the organization's successes

Distinguish the nonprofit from others when competing for donor dollars, media attention, employees, and volunteers

# Audience matters

All PR should be aimed at specific audiences



## EXAMPLE: MOLLY THE MILLENNIAL

Age: 28  
Education Level: Bachelor's Degree  
Marital Status: Single  
Preferred Media: Instagram, Medium  
Preferred Format: Smartphone  
Income Level: \$45k

### BEHAVIORS

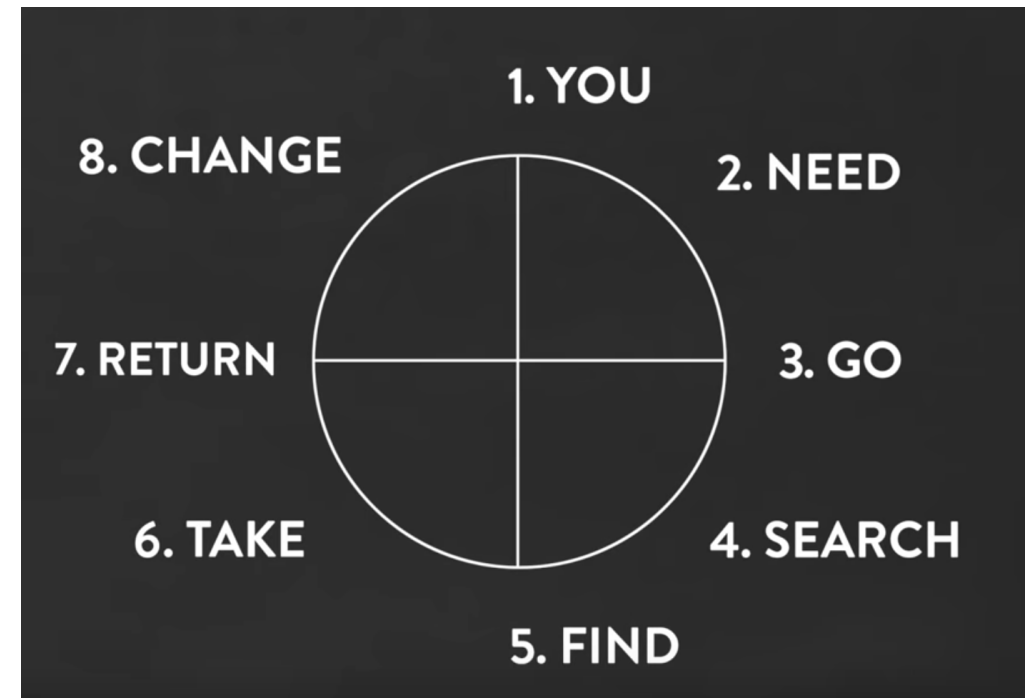
- Easily distracted
- Technology Early Adopter
- Juggles Multiple jobs with active social life and an active lifestyle
- Prefers to rent and share (home, movies, music, car) over ownership
- Frequently checks social media

### FRUSTRATIONS

- Inauthenticity, sales and classic advertising
- Delayed gratification - waiting for anything
- Difficult-to-comprehend websites or content, needs things to be easy and fast
- Social injustice
- Poor customer service

### MOTIVATIONS

- Contribution and meaning, rewarding experiences
- Creative fulfillment
- Being an influencer/looking good in front of peers
- Being unique



# Who is your nonprofit PR audience?

The public

Donors

Partners

Board members

Employees

Volunteers

Stakeholders

Constituents

Membership

Politicians

Government agencies

**Everyone!**



# Types of public relations

**Front door**

**Maintenance**

**Outreach**

**Collaborative**

# Front door PR

## First impressions matter

Day-to-day encounters that leave a cumulative effect

Easiest and cheapest PR strategy, even if the nonprofit has few resources

Cheerful, helpful person  
answering the phone

Website is user friendly  
and informative

Office with attractive  
and welcoming reception area

Calls, e-mails, and social media  
requests are answered promptly

# Maintenance PR

Information and promotion directed  
at **those you already work with**

Thank you messages

Recognizing and  
celebrating contributions

Annual reports

Donor surveys

Collecting input

# Outreach PR

Information and promotion  
directed at **new people**

Press conferences  
and news releases

Brochures, posters, mailers

Website and social media

Newsletters and annual reports

Conferences,  
information fairs, workshops

Op-ed articles

# Collaborative PR

**Partnering with other organizations  
to further mutual goals**

**Conferences, symposiums, other special events**

**Awareness campaigns**

**Educational materials**

# Examples

**Newsletters**

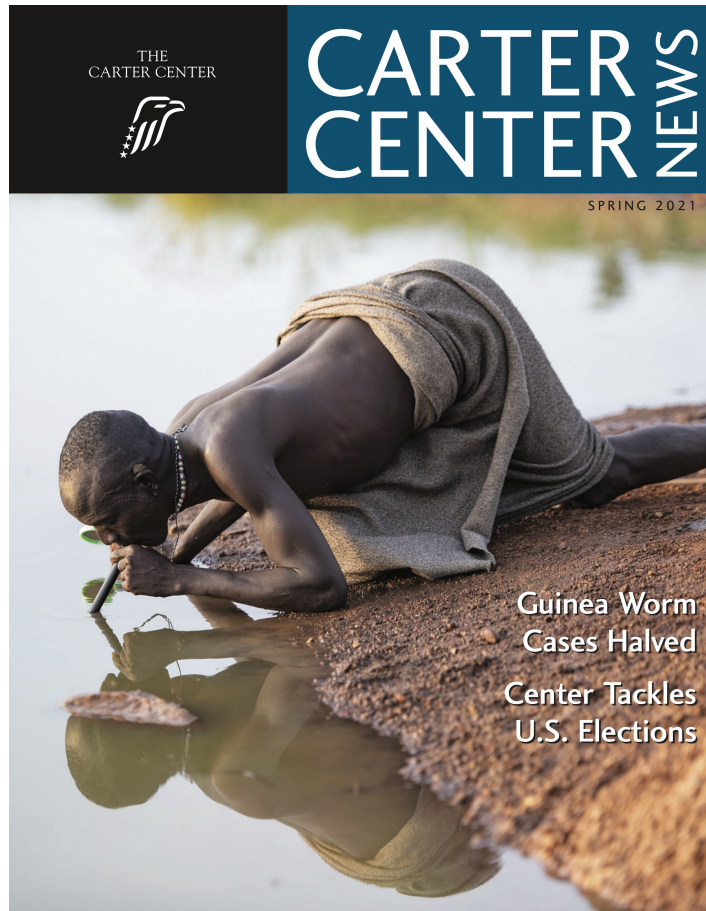
**Press releases**

**Annual reports**

**Podcasts**

**Social media**

# Newsletters



The Carter Center

Subject: LHI - News from the Field - February, 2022  
From: Lifting Hands International - To: andrewheiss@gmail.com - Cc: - Date: February 14, 2022 at 10:14



*We envision a world where compassion compels individuals, families, and communities to lift hands, helping refugees achieve "the good life" through stability and self-sufficiency.  
We're here to show you how.*

## ♥ LOVE IS IN THE AIR ♥

Love is in the air at our Refugee Center in Greece! But hold up. This isn't exactly the sort of love we typically associate with Valentine's Day, but maybe something even greater—love for one another as human beings.

Sure, there are many benefits that come out of our programs in Greece. Learning new languages, developing job skills, psychosocial healing, leadership training, providing a safe haven for women, receiving seasonal aid supplies, and more. But what really drives our work there, and what we think is the ultimate outcome, is love.



Lifting Hands International

# Press releases

**H I G H**

VISIT  
—  
ART  
EVENTS  
LEARN  
JOIN + GIVE  
ABOUT  
LOGIN  
SHOP

Q \_\_\_\_\_

## PRESS RELEASES

**2022** 2021 2020 2019 2018



**Media Alert: Ticket Reservations Open Today for “The Obama Portraits Tour” Free Admission Days at High Museum of Art**

January 24, 2022



**Oliver Jeffers' Picture Book Art on View at High Museum of Art This Spring**

January 19, 2022



# Annual reports



CARE

**TREES ATLANTA**  
GROWING. PROTECTING. EDUCATING.

ANNUAL REPORT | 2020

This season, Trees Atlanta staff and volunteers planted **7,063 trees**, performed **52,959 maintenance tasks**, and restored **637 acres of greenspace**. Partner cities include: Atlanta, Avondale Estates, Brookhaven, Chamblee, Decatur, Doraville, Dunwoody, East Point, Hapeville, Lawrenceville, and Sandy Springs.

We are thrilled to announce the **One Million Trees Initiative**. The collaboration between **10+ metro Atlanta cities** and **10+ nonprofit partners** over **10 years** will plant or conserve **one million trees**.  
[treesatlanta.org/onemilliontrees](https://treesatlanta.org/onemilliontrees)

The wait is almost over! Cook Park will add **16 acres of green space** to the Vine City neighborhood. Trees Atlanta is proud to partner with the Trust for Public Land and the City of Atlanta to provide forest restoration, help save a state champion American elm, and plant and maintain **107 trees**.





Printed on 100% Recycled Paper

Trees Atlanta

# Podcasts

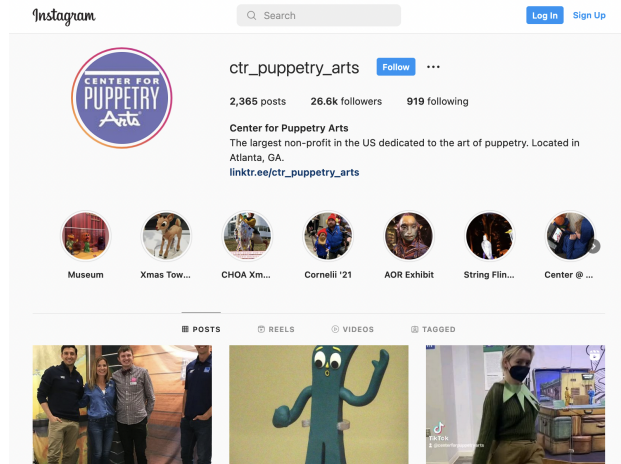
The image shows a podcast player interface for the episode 'Introducing: Witness' from the 'Witness' podcast by Amnesty International. The player features a dark background with a yellow and white color scheme. On the left is the podcast cover art, which has 'WITNESS' in large yellow letters and 'FROM AMNESTY INTERNATIONAL' in smaller white letters below it. To the right of the cover, the text 'Introducing: Witness' and 'Witness from Amnesty International' is displayed. In the top right corner is the PRX logo. Below the cover art are playback controls: a 5-second rewind button, a play button, a 30-second fast forward button, and a stop button. To the right of these are four circular icons: a repeat icon, a download icon, a plus icon, and a share icon. At the bottom of the player is a progress bar showing '00:00' on the left and '01:57' on the right.

6 episodes · 2h 35m

- |   |   |  |     |
|---|---|--|-----|
| 1 |    | <b>Unknown Number</b><br>Witness from Amnesty International    | 22m |
| 2 |    | <b>Bodo</b><br>Witness from Amnesty International              | 22m |
| 3 |   | <b>My Heart Is Burnt</b><br>Witness from Amnesty International | 26m |
| 4 |  | <b>The Road</b><br>Witness from Amnesty International          | 22m |

Amnesty International

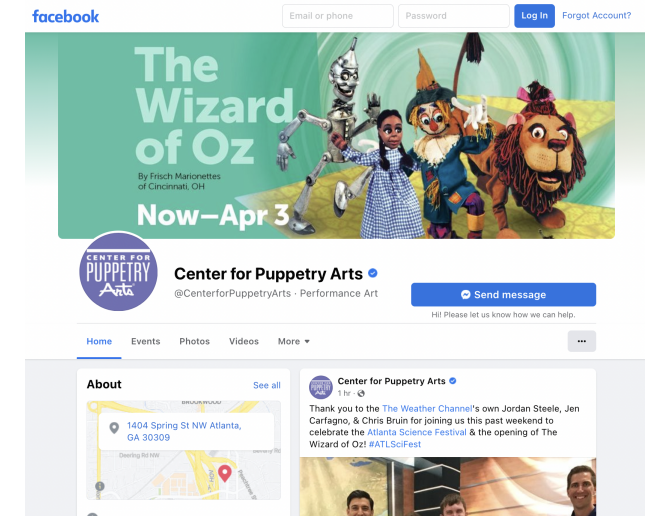
# Social media



Instagram



Twitter



Facebook

# Nonprofits and the internet

**You've never really known  
a world without the internet**

# Internet-y things you should do

Have a website

Have a domain name

Have e-mail addresses  
using that domain name

Have social media accounts

Collect donations  
and/or sell stuff

Manage donors

Run ads

Use internal services

# Websites

**A website is (typically) a set of HTML files that lives on a computer somewhere in the world**

**Use someone else's server or your own**

# Site creation + hosting

## Hire a designer

(paid; unlimited design choices)

## Google Sites

(free; limited design choices)

## Squarespace

(free/paid; ad-supported)

## WordPress

(free/paid; more design options)

## Wix

(free/paid; ad-supported)

## Weebly

(free/paid; ad-supported)



# Domain name

A domain name is an address  
that points at a server

[sites.google.com/yournonprofit](https://sites.google.com/yournonprofit) vs. [yournonprofit.org](https://yournonprofit.org)

You can point a domain name at  
pretty much any hosting option

[iwantmyname.com](https://iwantmyname.com)

# Top Level Domains (TLDs)

**.org**

**.com, .net**

**.charity, .site, .pizza, etc.**

# E-mail

Have domain-specific e-mail addresses for staff & board

jimmy\_loves\_pizza2012@hotmail.com vs. james\_smith@nonprofit.org

Google for Nonprofits

## Google Workspace offers for nonprofits

Through Google for Nonprofits, eligible organizations get access to Google Workspace offers at discounted rates.

	Google Workspace for Nonprofits	Business Standard	Business Plus	Enterprise
	\$0 USD /user/month	\$3.00 USD /user/month <small>75% off standard pricing</small>	\$5.04 USD /user/month <small>72% off standard pricing</small>	70%+ off <small>standard pricing for Enterprise editions</small>
Productivity & Collaboration				
Gmail Business email	✓	✓	✓	✓
<input type="checkbox"/> Custom email for your nonprofit	✓	✓	✓	✓

Google Workspace

### Microsoft 365 Business Premium grant

Microsoft 365 with Microsoft Teams can help your nonprofit improve cybersecurity, reduce costs, and empower staff and volunteers to work from anywhere.

[Learn more >](#)

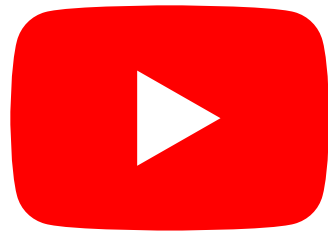
**Small & mid-sized nonprofits** | **Large nonprofits**

Looking for more?	Small & mid-sized nonprofits	Large nonprofits	
<a href="#">Get Started</a> <a href="#">Contact Sales</a> <a href="#">Eligibility &amp; Technical Support</a>	<b>Microsoft 365 Business Basic (Nonprofit Staff Pricing)</b>  <b>Grant</b> Free for up to 300 users  Best for small & mid-sized nonprofits that need email, cloud file-storage and sharing, web conferencing with IM,	<b>Microsoft 365 Business Standard (Nonprofit Staff Pricing)</b>  <b>Grant</b> Free for up to 10 users  <b>\$3.00 user/month (annual commitment)</b>  Best for small & mid-sized nonprofits that need email, Office desktop applications, cloud file-storage and sharing, web	<b>Microsoft 365 Business Premium (Nonprofit Staff Pricing)</b>  <b>Grant</b> Free for up to 10 users  <b>\$5.00 user/month (annual commitment)</b>  Best for small and mid-sized nonprofits that need email, Office desktop applications, cloud file-storage and sharing, web

Microsoft 365

# Social media

Use whatever your audience uses



# Collect donations / sell stuff

**Donorbox**

<https://donorbox.org/>

**Give Lively**

<https://www.givelively.org/>

**Shopify**

<https://www.shopify.com/>

# Manage donors

## Customer relationship management (CRM)

**Kindful**

<https://kindful.com/>

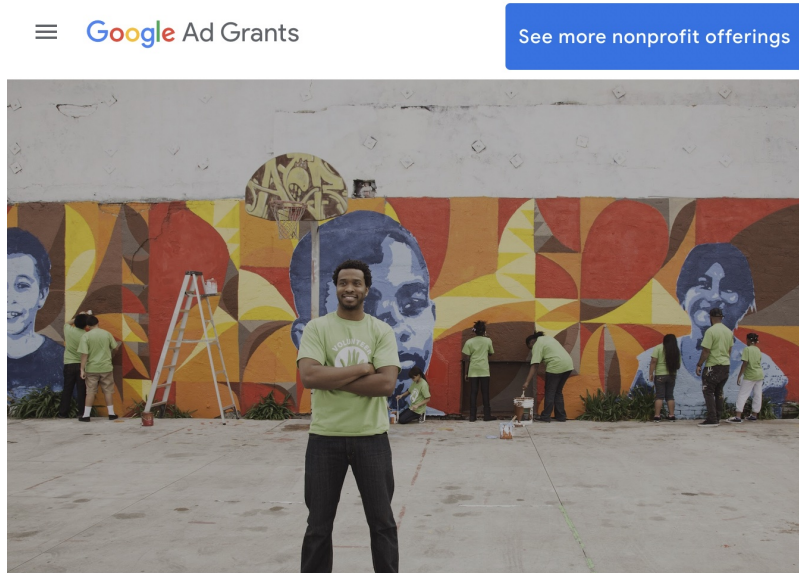
**Donorbox**

<https://donorbox.org/>

**Give Lively**

<https://www.givelively.org/>

# Run ads



Google Ad Grants helps nonprofits share their causes with the world.

Google Ads



Champion causes and build your community

Use Facebook and Instagram tools to increase awareness of your organization, build

Meta (Facebook and Instagram) Ads

# Internal services

## **Slack**

**Team communication/chat**

(Free for nonprofits)

## **Asana**

**Project management**

(50% off for nonprofits)

## **Zoom**

**Video chat**

(50% off for nonprofits)

## **Most other services**

**Google**

"service nonprofits"



# Evaluating nonprofit PR