

Workshop: „PR for (School)Projects“

Trainer: Eichinger Rudolf, Eichinger Maximilian; Jugendinfo

Workshop content/theme

PR (Public Relations) for Projects/School Projects and Social Profit Organisations. Ways of dealing with the general public and (potential) sponsors.

Aims

- Transfer basic knowledge about how to establish and maintain Public Relations, how to present the project/involved organisations, and how to establish and maintain relations with a potential sponsor.
- Explain and emphasize the importance of knowing the mission of the Project and the specific benefits offered by the Project or Social Profit Organisation.

Method(s)/Approach

The first part of the workshop comprises a lecture on the topic of Public Relations especially for Social Profit Projects and is approached from a more practical point of view, providing real-life examples of PR and sponsoring. The participants are asked to contribute to this part of the workshop by giving examples of their own experiences in PR.

The following topics were covered: The importance of pictures and emotions in PR; How to connect to a target group; The importance of having a Mission Statement (emphasizing your aims and work or fields of activity) and knowing the specific benefits offered by the school project/organisations; The advantages of positive wording and e.g. using the term “Social Profit Organisation” instead of “Non-Profit Organisation” or underlining the “Social Profit” and benefit of the activities and (social) learning effects of the school project.

The second part of the workshop is interactive: The participants form groups and are asked to find similarities and common interests of a random sponsor and one of their own project. The idea is to find your “common ground” with the sponsor (what are common issues/aims of your project and the potential sponsor? Why could the project be interesting for the sponsor – What is the “link” between your activities/idea and his aims/image?), and to invent a slogan for this cooperation. Later the results are presented and discussed.

See also the workshop Handout on the following pages.

Impressions, Outcomes

The first part of the workshop was held as an interactive lecture. During the lecture there was a significant interest towards the topic, while the question remained “if this and that was also possible in the participants’ countries”. Some of the participants already had experience in raising money for projects and could contribute their own examples and success-stories. The suggestion of using the term “Social Profit Organisation” instead of “Non Profit Organisation” was discussed and – in the end – received a broad acceptance. During the interactive part possibilities were found to potentially establish relationships with a sponsor, real-life examples being used by the participant-groups. As already mentioned during the workshop the WS-leaders strongly recommend putting these examples into practice, as well as developing a specific mission statement within the project in order to approach potential sponsors.

PR

Public & Personal Relations
PR as an important personal skill

... attract attention ...
... be remarkable ...
... affect people and arouse emotions ...

The secret of successful **PR** is the combination of
PICTURE and **EMOTION**

The Picture is more important than the written word.

Ask yourself and answer yourself

Why PR? Possibilities of PR?

Previous Experience in PR?

Creative and common media for PR?

Barriers reaching the public?

PR as a characteristic

Each society, association, firm, organisation is public –
and therefore forced to engage in PR.

PR as a competition for

**ATTENTION-EMOTION-POWER OF
RELATIONS**

P= The Public you want to reach

R= The Relation you want to establish and maintain

My Mission Statement

- What's my position?
- What is important to me?
 - I enjoy doing?
- How can I be a role-model to others?

What is my Mission Statement – And how do I fulfil it:
Individually and with my organisation.

My/our benefits

„Don't sell yourself, sell consumer benefits!“

Do we offer consumer benefits?

Quality is defined by benefits!

So what do we have to offer?

Which benefit EXACTLY do you/we offer?

**WHICH SPECIFIC BENEFIT CAN YOU/YOUR
ORGANISATION OFFER?**

(Start your PR only AFTER having precisely answered
all these questions!)

.....FROM NON PROFIT.....
.....TO SOCIAL PROFIT.....
.....AND COMMON WIN!

(Do not use the expression „non profit“)

Change the self-conscious term „Non Profit Organisation“, the moaning subsidised slave, for an up-to-date, self-confident, public **SOCIAL PROFIT SERVICE PROVIDER.**

„Put it briefly, and it will be read“
„Put it clearly and it will be appreciated“
„Put it picturesquely and it will be remembered“
(see J. Pulitzer)

Workshop leaders: Rudi Eichinger, Maximilian Eichinger