



# Publicity Plan



## **Mission**

In the most efficient and effective manner possible, inspire DoD and all federal personnel to engage, support and make a difference in the lives of those less fortunate through their charitable contributions as an extension of their valuable service. The campaign is tasked to provide a 100% informed opportunity to give to each potential contributor in the central Virginia area.

## **Role of Publicity**

The primary and most effective way to accomplish the mission is the personal “ask” conducted by passionate campaign representatives in each unit/department/agency. However, research has identified several other important factors that influence the effectiveness of the campaign: strong and visible leadership support, demonstrating the impact of donated dollars and establishing an emotional connection with potential contributors. Your publicity efforts can encompass all of these influential elements and support the efforts of campaign representatives as they solicit their colleagues to participate in the campaign and make a difference in the lives of those in need around the globe.

## **Publicity Plan Objectives**

1. Raise campaign awareness and brand recognition.
2. Encourage participation.
3. Create a sense of CVACFC community.

## **Instructions/Recommendations**

### **Establish a Committee**

To avoid one person being solely responsible for CVACFC publicity, we recommend establishing a Publicity Committee to share the load. Be sure to work with your Public Affairs Office, Installation and Agency Leadership.

### **Cast a Wide Publicity Net**

The second page of this document includes some suggestions on where and how to weave CVACFC messaging throughout your community. You are not required to implement all of the publicity suggestions and neither are you limited to this list. However, casting a broad net of information ensures that you reach the largest number of people. Individuals who check Facebook, might not read the installation newspaper/agency newsletter, and those that check the commander’s channel for information may not listen to the radio.

### **Consistency and Truthfulness in Messaging**

Help protect the image of the CVACFC by ensuring consistency and truthfulness in your publicity efforts.

### **Use Available Templates and Resources**

The Publicity Kit on [cvacfc.org](http://cvacfc.org) contains PSA templates, press releases, drop-in advertisements, success stories of individuals who have received help from CFC supported organizations, “What Your Dollars Can Do” impact statements, and talking points for articles and speaking engagements. Contact your CVACFC Agency Campaign Manager, Loaned Executive or CVA staff if you need help creating messaging for a specific use.

# CVACFC Publicity Opportunities

<p><b>AFN Radio Office Radio</b></p>	<ul style="list-style-type: none"> <li>• See if you or your installation or agency leadership can appear on a local radio show or be interviewed by a radio personality.</li> <li>• Supply a script for radio personalities to read on air or use to create a radio commercial.</li> <li>• Have the local radio station help publicize events (i.e. kickoffs or fundraisers).</li> <li>• Supply radio stations with Press Releases they can use as news items.</li> </ul>
<p><b>Television</b></p>	<ul style="list-style-type: none"> <li>• Leadership PSAs—work with installation and agency leadership to film PSAs in support of the CFC. Schedule the “shoot” well in advance to accommodate leadership and AFN’s busy schedules.</li> <li>• Community PSAs—gather some volunteers and have them participate in a PSA sharing reasons why they give or why they serve as a CFC representative.</li> <li>• Impact PSAs—using the impact statements (what your dollars can do), charity photos and voice over you can show the positive impact contributor’s generosity will have.</li> <li>• Place a request with your installation or agency leadership to post key messaging on the Commander channel or Agency channel.</li> </ul>
<p><b>Local newspaper</b></p>	<ul style="list-style-type: none"> <li>• The CVACFC provides several Press Releases, drop-in advertisements and personal/success stories from charities that can be run in local newspapers throughout the campaign. These are available in the online Publicity Kit at <a href="http://cvacfc.org">cvacfc.org</a>.</li> <li>• Remember to invite media coverage to your campaign events: trainings, kickoffs, fundraisers, recognition events.</li> </ul>
<p><b>Facebook</b></p>	<ul style="list-style-type: none"> <li>• Central Virginia Area Combined Federal Campaign Facebook Page—like the page in order to see posts in your newsfeed. Like, comment on and share posts. Recommend the page to your friends. Share information about events and particularly campaign photos with your CVACFC Agency Campaign Manager. LE or CVA Staff for posting on this page.</li> <li>• Installation, Department or Agency Facebook page—If you have a Facebook page, see if you can share content with the page administrator to be posted during the campaign. This could include information about campaign progress, invitations to campaign events, success stories from individuals who have been helped by CVACFC charities (available on <a href="http://cvacfc.org">cvacfc.org</a>) and campaign events/fundraisers. The most engaging and effective social media posts include photos and invite people to comment.</li> </ul>
<p><b>Installation or Agency website</b></p>	<ul style="list-style-type: none"> <li>• Ask PAO or the website administrator if you can post a small message about the CVACFC on your installation homepage. You can also link to the <a href="http://cvacfc.org">cvacfc.org</a> website and invite people to like the Central Virginia Area Combined Federal Campaign Facebook page.</li> </ul>
<p><b>Splash screen</b></p>	<ul style="list-style-type: none"> <li>• If allowed, see if your technical support can put up a CVACFC splash screen when individuals log in to their computers. A splash screen template is provided in the Publicity Kit on <a href="http://cvacfc.org">cvacfc.org</a>.</li> </ul>
<p><b>Installation or Agency marquee</b></p>	<ul style="list-style-type: none"> <li>• Suggest CVACFC call-to-action messages or campaign progress messages be posted on your installation or agency electronic marquee (often in front of Community Centers, Gyms, Commissaries, schools, exchanges). Examples include: “CVACFC: Your chance to make a difference begins 12 September”, “Help us reach our \$xx goal through the 2016 CVACFC”, “Donate today through <a href="http://cvacfc.org">cvacfc.org</a>”, “CVACFC now offers electronic payroll allotment through myPay”, “One week left to make a difference through the CVACFC”, “Thank you for pledging \$xx through CVACFC”</li> </ul>
<p><b>Bulletin boards</b></p>	<ul style="list-style-type: none"> <li>• Put flyers and posters on bulletin boards around the community such as in the Commissary, community center, child care center, youth center, exchange, library, dining facility, bowling alley, etc. Be sure to ask for permission before posting.</li> </ul>
<p><b>Community events</b></p>	<ul style="list-style-type: none"> <li>• Request upcoming event information from public affairs and hold information booths at these events. For example: bazaars, family events, fall festivals etc.</li> </ul>
<p><b>Speaking engagements</b></p>	<ul style="list-style-type: none"> <li>• Be on the lookout for speaking engagement opportunities. Conferences, commander/leadership calls, training classes and meetings can provide excellent opportunities to educate groups of potential contributors about the benefits of contributing through the campaign. In many cases, CVACFC staff may be available to serve as presenters or they can help you develop talking points and a presentation.</li> </ul>