FACE TO FACE
WITH POVERTY

“Face to Face With Poverty” is an ongoing initiative that was launched by the North Carolina Community Action Association. This presentation features highlights of the Public Relations campaign that was developed on behalf of NCCAA.

The **“Face to Face With Poverty”** Public Relations campaign was implemented by V.K. Fields & Co. Public Relations & Copywriting agency – a division of the global PR Pros network. They developed the following:

Face to Face With Poverty – LOGO

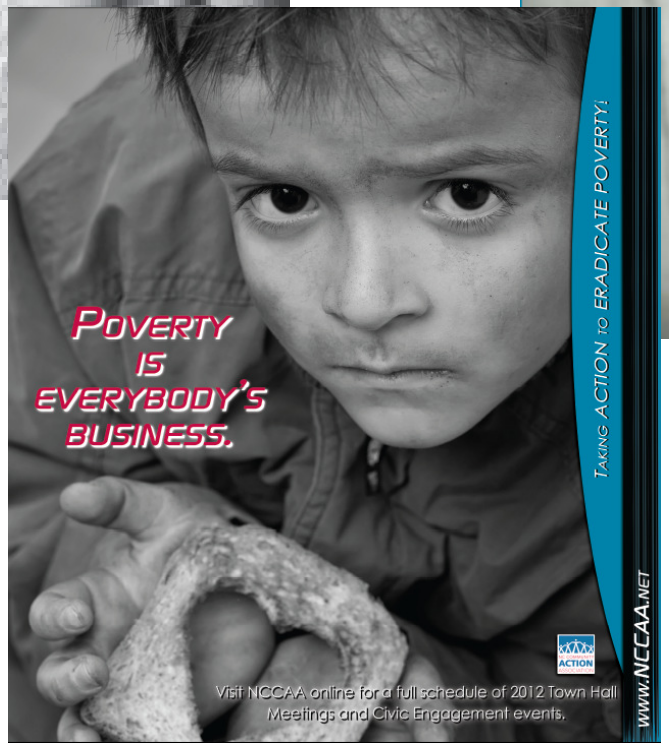
6-Month Public Relations & Publicity Plan

Marketing Communications (MarCom):

- Face to Face With Poverty campaign posters
- ‘How Can I Help?’ fliers
- Poverty Simulation flier
- Social Media sites
- Face to Face With Poverty 30-second Public Service Announcement
- Youth Essay Contest promotional materials

Poverty is Everybody’s Business!

“Face to Face With Poverty”

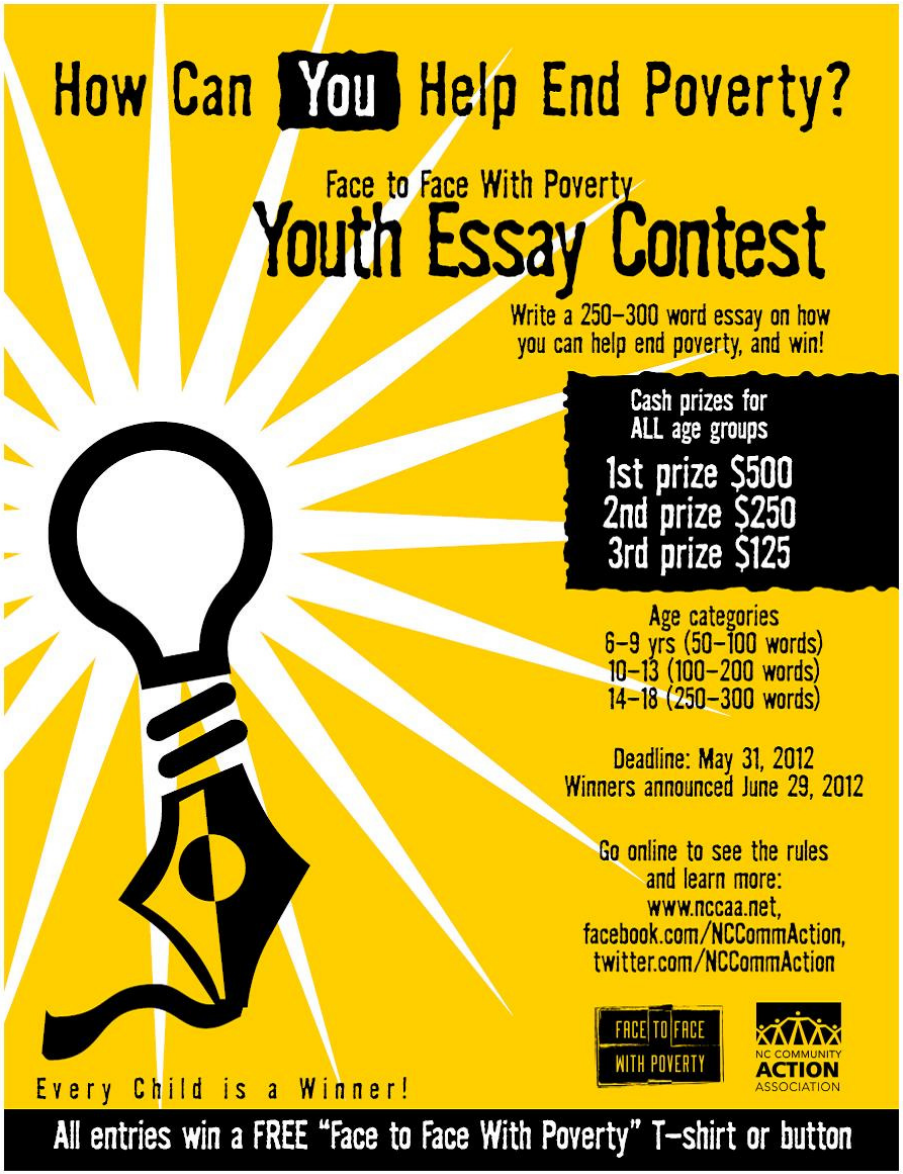


PR Campaign Components – “Face to Face With Poverty”

- Media Coaching & Training Sessions
- Monthly Press Releases
- Media Interviews & Media Relations
- Opinion-Editorials (Op-Eds)
- Feature Article Development
- Promotional Video Production →
- Civic Engagement Video Documentary
- Campaign Branding
- Special Event Support
- Social Media Messaging
- Speechwriting

Click this screen to watch 30-second PSA, “Face to Face”

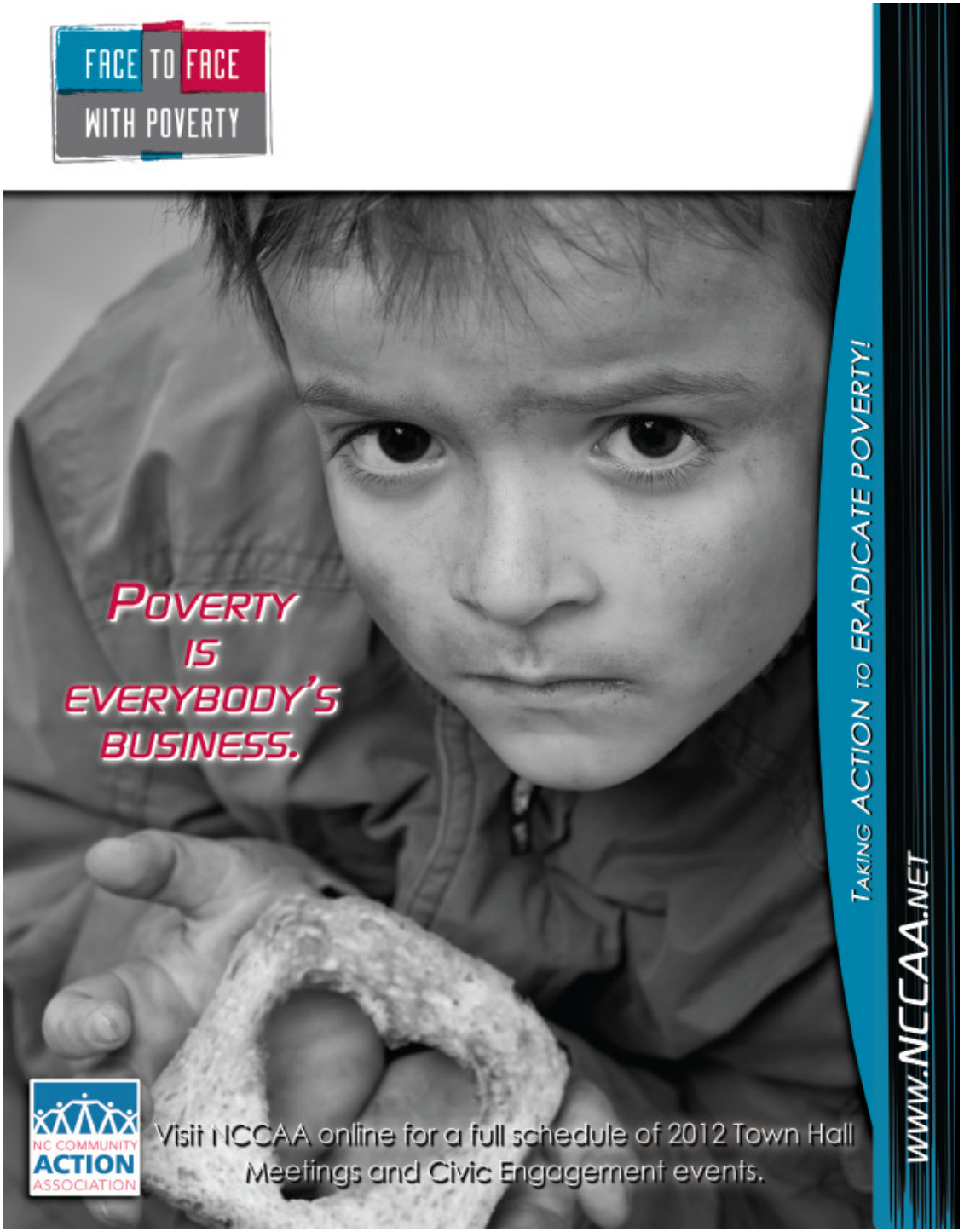
Youth Essay Contest



- Essay Contest
- Cash Prizes for Top Essays
- Prizes for all Youth Contestants
- Youth Engagement
- Social Media
- Solutions to Eradicate Poverty

Statewide Community Engagement and Community Outreach

Miss North Carolina 2011-12 & NCCAA Board Members & Partners



"Face to Face With Poverty"

A Statewide Collaboration

- NCCAA
- Community Action Agencies
- Office of the Governor
- Faith-Based Community
- NonProfit Organizations
- Civic Leaders
- Elected Officials
- Business Leaders
- Media Personnel
- Volunteers
- Public Relations Agency

Poverty is Everybody's Business!

Visit the North Carolina Community Action Association online at:

www.NCCAA.net

Presented by:

V.K. Fields & Co. Public Relations

*A division of global **PR PRos***

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www.globalprpros.com