

A graphic with a hand-drawn, sketchy border. It features three colored rectangular blocks: a blue block on the left, a red block on the right, and a larger grey block at the bottom. The text 'FACE TO FACE' is written in white, bold, sans-serif capital letters across the top, with 'FACE' on the blue block, 'TO' on the grey block, and 'FACE' on the red block. The text 'WITH POVERTY' is written in white, bold, sans-serif capital letters across the grey block at the bottom. There are some dark, brush-like strokes at the top and bottom edges of the graphic.

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”

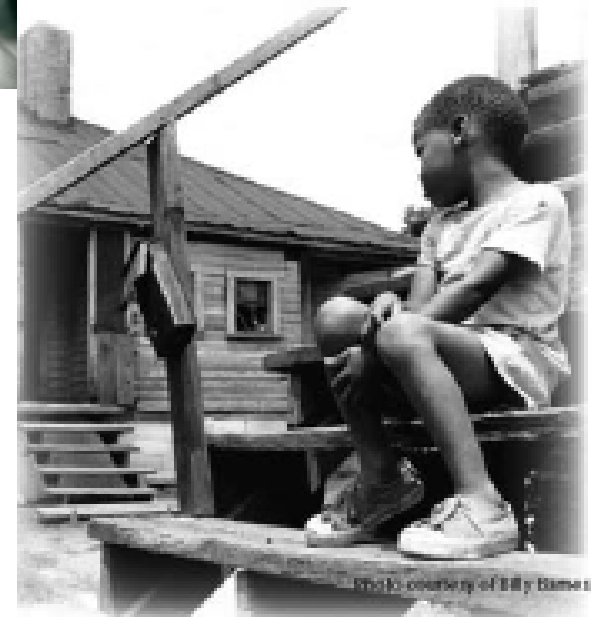
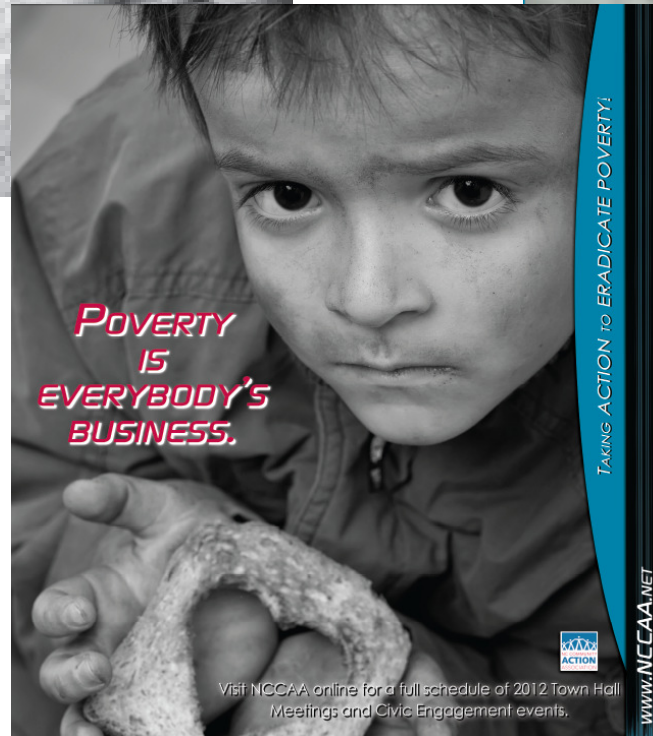
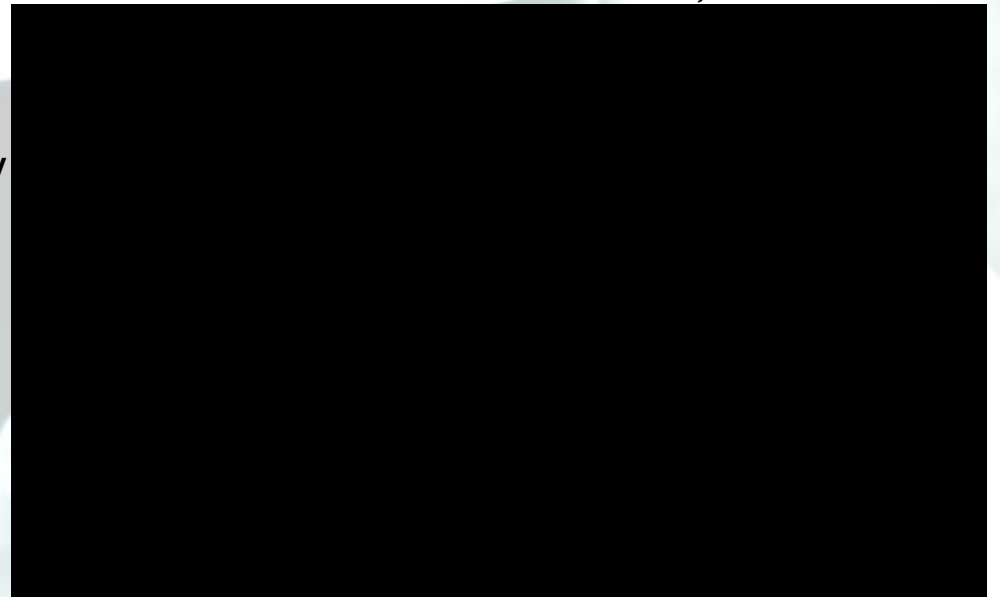


Photo courtesy of Billy Hamea

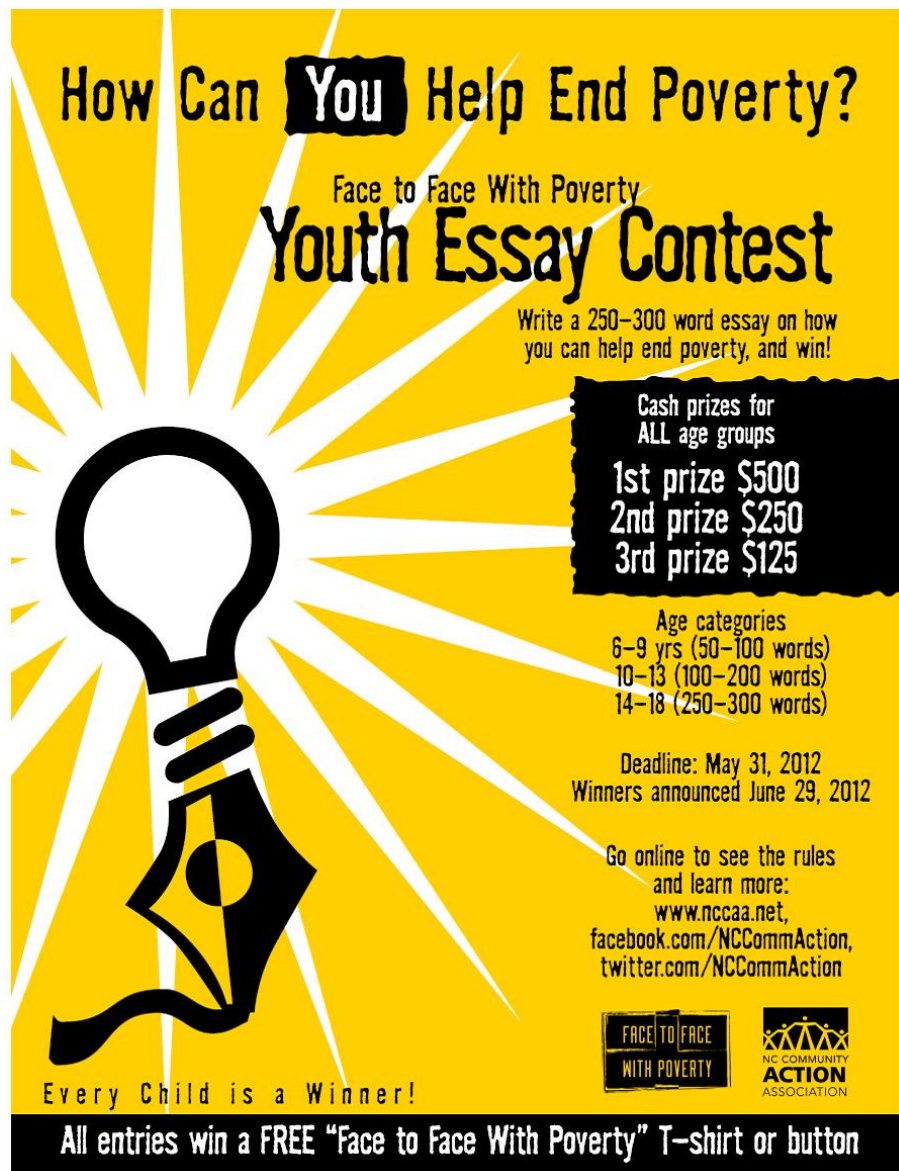
PR Campaign Components – “Face to Face With Poverty”

- 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

A yellow poster for the 'Face to Face With Poverty Youth Essay Contest'. On the left is a large black silhouette of a lightbulb with a pen nib inside, and white rays emanate from behind it. The text on the poster includes: 'How Can You Help End Poverty?' (with 'You' in a black box), 'Face to Face With Poverty', 'Youth Essay Contest', 'Write a 250-300 word essay on how you can help end poverty, and win!', a black box listing cash prizes (\$500, \$250, \$125), age categories (6-9, 10-13, 14-18), deadline (May 31, 2012), winners announcement (June 29, 2012), online rules (www.nccaa.net, facebook.com/NCCommAction, twitter.com/NCCommAction), and logos for 'Face to Face With Poverty' and 'NC Community Action Association'. At the bottom, it says 'Every Child is a Winner!' and 'All entries win a FREE "Face to Face With Poverty" T-shirt or button'.

How Can **You** Help End Poverty?

Face to Face With Poverty
Youth Essay Contest

Write a 250-300 word essay on how you can help end poverty, and win!

Cash prizes for ALL age groups
1st prize \$500
2nd prize \$250
3rd prize \$125

Age categories
6-9 yrs (50-100 words)
10-13 (100-200 words)
14-18 (250-300 words)

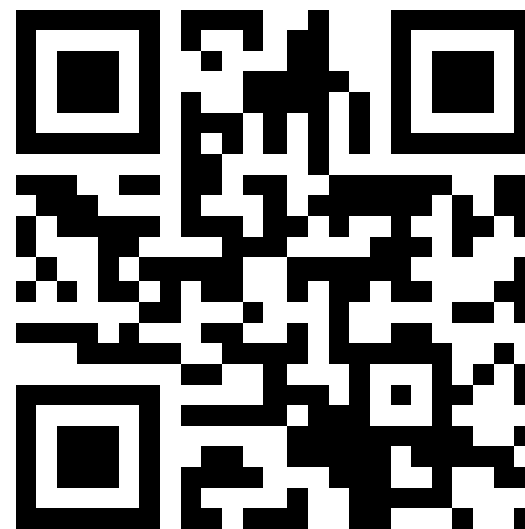
Deadline: May 31, 2012
Winners announced June 29, 2012

Go online to see the rules and learn more:
www.nccaa.net,
facebook.com/NCCommAction,
twitter.com/NCCommAction

FACE TO FACE WITH POVERTY
NC COMMUNITY ACTION ASSOCIATION

Every Child is a Winner!

All entries win a FREE "Face to Face With Poverty" T-shirt or button

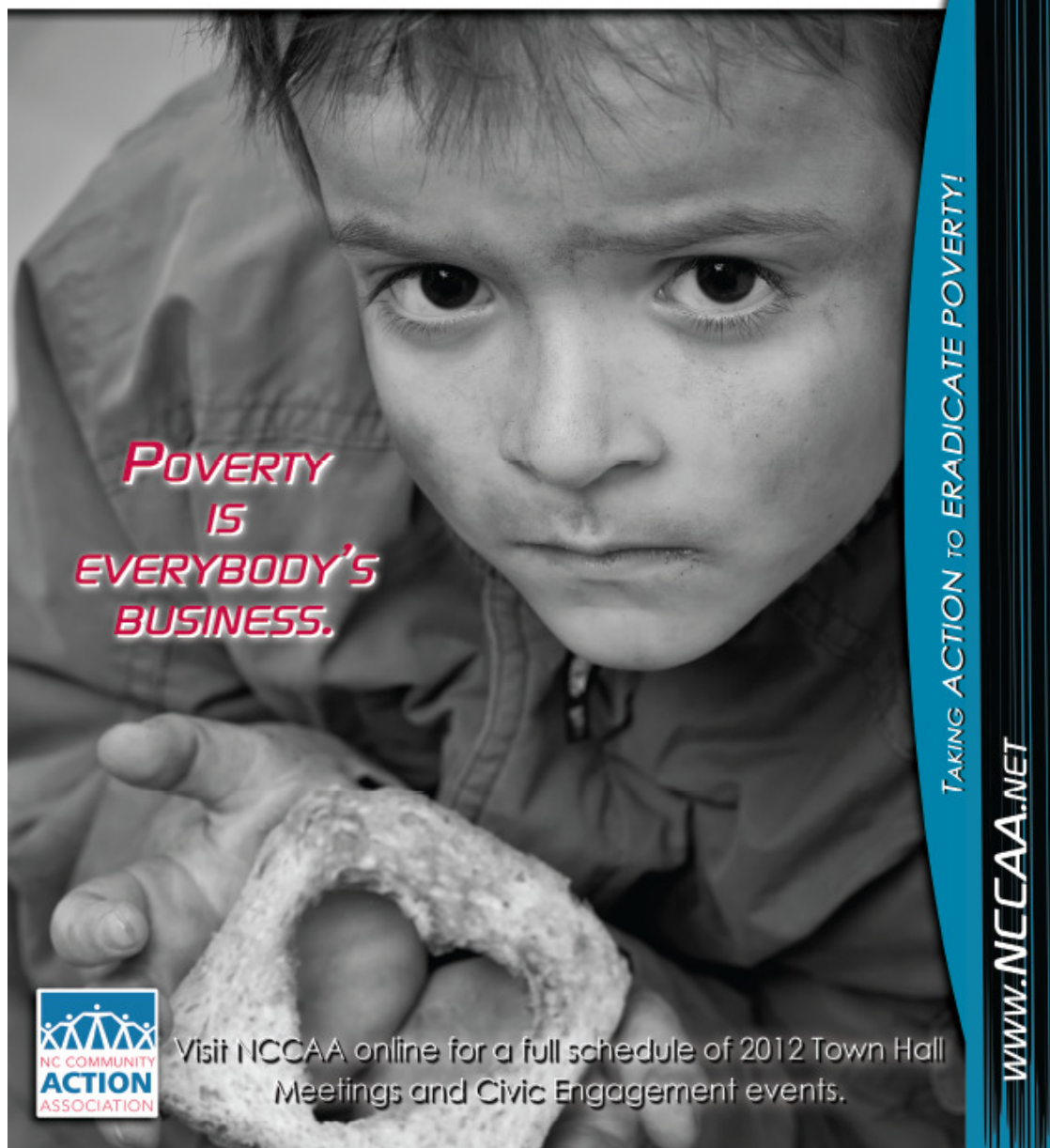


- Essay Contest
- Cash Prizes for Top Essays
- Prizes for all Youth Contestants
- Youth Engagement
- Social Media
- Solutions to Eradicate Poverty

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



Scan or visit online...

www.globalprpros.com