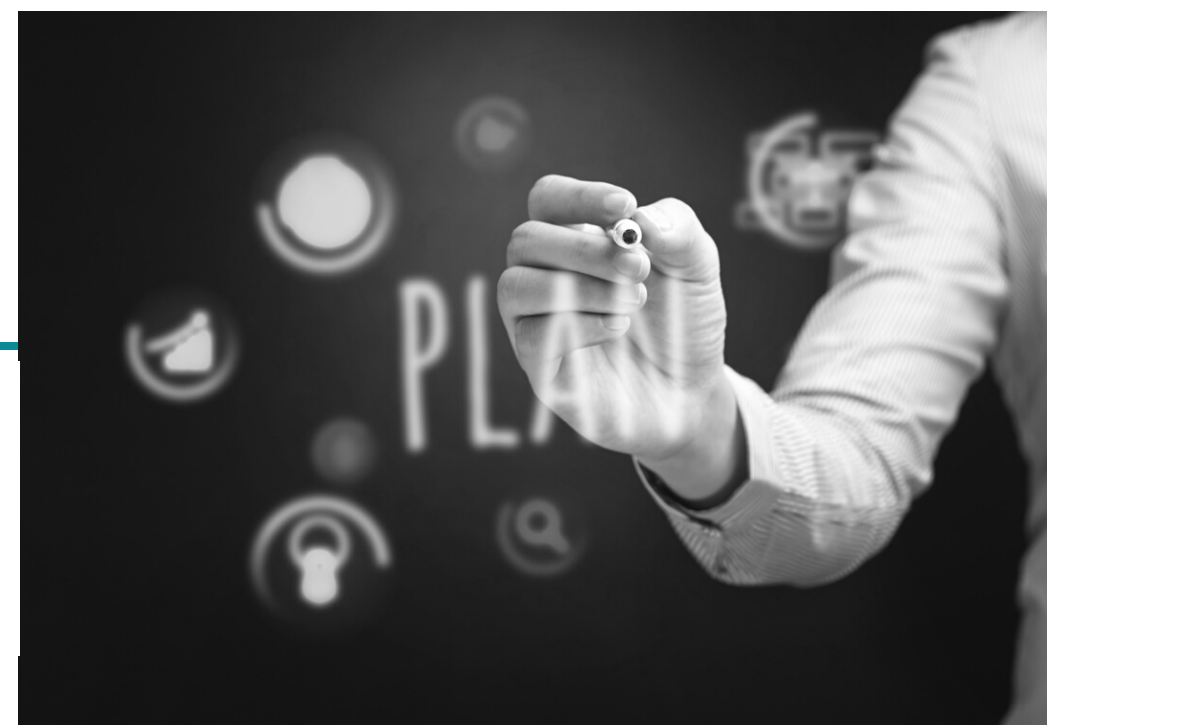


# Public Relations Plan Presentation for Episcopal Diocese of Los Angeles

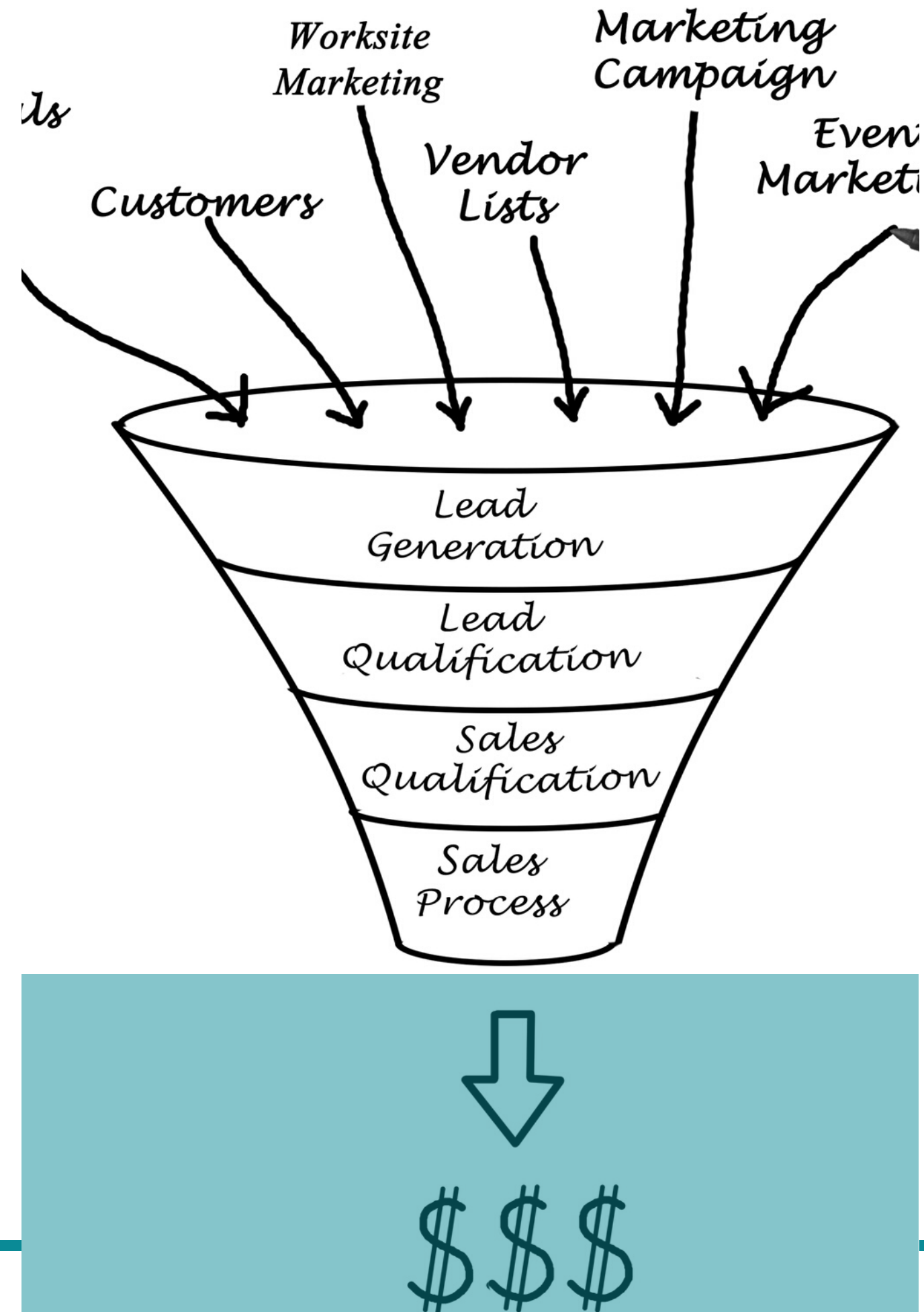
Presenter Marisol Barrios, MSPA, APR  
Principal Partner of Mission Driven PR, Inc. and  
Adjunct Faculty at CSUDH



# Why strategic planning for proposals?

## GETTING ON THE SAME PAGE

- Planned communication campaigns that have a purpose to build understanding and support for ideas and causes, services and products
- Campaigns include action plans to achieve stated goals and measurable objectives
- Based on research
- Action plans are implemented
- Subject to evaluation
- Five main components: Goal Setting, Research, Action Planning, Communications and Evaluation (GRACE)



# How will this support overall church missions?

## GETTING ON THE SAME PAGE

- Advance the mission within your parishioners and community
- Encourage parishioners to fulfill commitments
- Provide content to parishioners and stay connected
- Collaborate with other operations to achieve goals
- Support fundraising efforts
- Raise awareness of your services, ministries, and events
- Support the efforts of the Episcopal Church



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**Goal Setting** is broad and has long-term impact for the church's survival to fulfill its mission.





# Goal Setting

A goal gives us the purpose and direction to plan our action steps and communicate to get the results we want.

**Church goal:** To reach a wider audience through a hybrid of in-person and virtual experiences





GOAL SETTING

**Answers the question:  
What do you want to  
accomplish?**

—



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**Research** is systemic gathering of information to describe and understand situations and to check out assumptions about publics and public relations consequences.

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# Research

Conducted before (Preparation), during (Implementation), and after (Impact) campaign

**To do:** Gather statistics, facts, case studies, surveys, conversations, interviews, insights, analytics, attendance, engagement





RESEARCH

# Answers the question: What's happening now?

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**Strategic action planning** identifies the measurable objectives, targeted audiences, strategy, messages, and programming (tactics and activities).





# Action Planning

**AN IDEA OF HOW THINGS MIGHT WORK AND GUIDES THE PROCESS WHEN WRITING PR PLAN OBJECTIVES AND DETERMINING STRATEGIES TO ACHIEVE THEM**

**SMART Objectives** represent the specific knowledge (think), opinion (feel), and behavioral (do) outcomes to be achieved for each target public

**To do:** Identify 1) objective, 2) target audiences, 3) strategy, 4) messages, and 5) action steps

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# SMART Objectives

**Provide focus and direction; offer guidance and motivation; spell out the criteria for monitoring progress and assessing impact**

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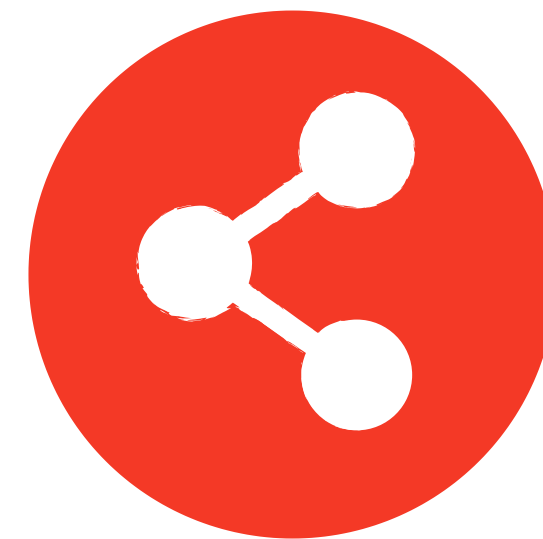
Specific



Measurable



Audience and  
Attainable



Relevant



Target Date



**ACTION PLANNING**

**Answers the question:  
What should we do and say,  
and why?**



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**Communication** is the coordinated execution of both strategies and tactics; it is taking action and primarily involves internal organizational change based on the change pressures impacting the environment.

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# Communications

**Message content and message delivery must be carefully planned in the second step of the strategic management process**

- Focuses on framing the messages
- What does the organization want to say
- Who is their target audience
- How will they find them to deliver the message
- Understanding the 7 Cs of Communication

**To do:** Identify one communications and one social media person to support your public relations/digital team

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COMMUNICATIONS

**Answers the question:  
How and when do we do and  
say it?**

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**Evaluation** is the documentation of measurable results and returns from public relations programs to demonstrate "return on investment" (ROI).





# Evaluation

**Knowledge (think), opinions (feel), and behavior (do) can be measured.**

- Understand the difference between outputs (effort and process) and outcomes (impacts and effects)
- Articulate SMART objectives
- **Summarize efforts**, which is conducted after the program to assess program and to document impact

**To do:** Identify how you will measure effectiveness when writing objectives

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EVALUATION

**Answers the question:  
How are we doing or how  
did we do?**



# Strategic Communications

## Answers These Questions

GOAL  
SETTING



What do you  
want to  
accomplish?

RESEARCH



What's  
happening now?

ACTION  
PLANNING



What should we do  
and say, and why?

COMMUNICATIONS



How and when do  
we do and say it?

EVALUATION



How are we doing  
or how did we do?





# Let's stay connected



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