# **PLAN CANADA**

idea Wirk shop

Media relations / spokesperson training / content development / public and stakeholder events

#### **Assignment**

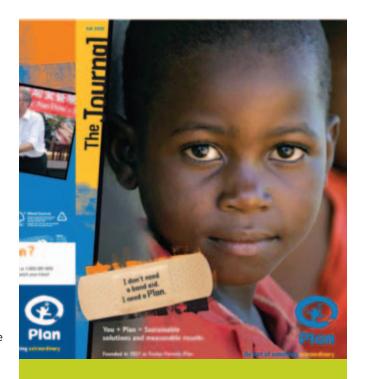
Plan International, the global agency that supports justice and an end to poverty for children around the world was shifting its brand from Foster Parents Plan to Plan. Here in Canada, the shift to Plan Canada meant more than a name change, it marked the start of a three year communications objective to shift perception of what the agency delivers – from one of specific child support, to a global relief agency that works with partners in the areas of emergency relief, education, health and policy change. In doing so communications aimed to significantly increase the organizations exposure, and broaden and grow donor engagement.

#### **Strategies**

A key to demonstrating the Plan value proposition was to focus on the positive impact of its programs and the leadership team that delivers them. We media trained spokespeople in major project areas, and proactively pitched story ideas to top tier print, broadcast and online media. Working closely with Plan teams in recipient countries we coordinated satellite media interviews, providing journalists with detailed issue background and data to support news segments.

Across Canada, and in particularly in Ontario, events for media, stakeholders and public were developed from concept to execution, including writing of spokesperson speeches and content for presentations. This extended to additional content for CEO Op Ed pieces that appeared in The Globe and Mail and Toronto Star, as well as copy development for donor newsletters and internal communications.

Idea Workshop led the PR launch of Because I Am A Girl, a major initiative that followed a group of girls over a multi-year period, issuing reports on their progress and the global issues that their lives reflect. The continuing program has now become the most successful in the organizations history.



## Results

- Media exposure reached a combined audience reach of over 280 million in 30 months
- Achieved combined audience reach of over 32 million for Because I am a Girl launch
- Secured multiple Plan speaking opportunities including prestigious Global Politics of Food Conference
- Successfully nominated and secured Plan CEO for Chatelaine Woman of the Year award
- Achieved open rate of 28%+ for donor newsletter, compared to the non-profit sector benchmark of 17.6%















## **PLAN CANADA**

### **Media Highlights**















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### Globe & Mail Insert













### THE JOURNAL

- Actively involved in establishing new editorial strategy
- Participate in editorial meetings and provide communications counsel
- Initiate research and conduct interviews for each issue
- Draft all copy for print and online issues
- Recent research established that 92% of readers found the content "very interesting" or "somewhat interesting"
- 31% of readers have told a friend of family member about the newsletter
- Average open rate of 27.8%, compared to the non-profit sector benchmark of 17.6%