

PLAN CANADA



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%



Media Highlights

[illegible]

Celebrity Engagement

[illegible]

CYCLONE AFTERMATH

Plan Canada

THE IS ON A TOUR OF THE REGION • KIDNAPPER • TOP NEWS

PLAN CANADA

Globe & Mail Insert



Creating a Circle of Childhood Learning in Cambodia

Young Professionals Inspire their Peers

Young professionals in Cambodia are inspired by the Plan Canada's "Circle of Childhood Learning" program, which provides a safe space for children to learn and play. The program is run by young professionals who are trained to provide a safe and supportive environment for children to learn and play.

Many of the parents are workers of the Khmer Rouge regime who were forced to leave their homes. They are the only ones who are still alive in the area. The program is run by young professionals who are trained to provide a safe and supportive environment for children to learn and play.

Plan Canada is a registered charity that provides financial and technical assistance to Plan International in Cambodia. The program is run by young professionals who are trained to provide a safe and supportive environment for children to learn and play.

UNIVERSAL CHILDREN'S DAY

THE WORLD IS HUNGRY: Plan Invests \$750 Million to Help Children and Families Facing Global Food Crisis

Plan Canada is investing \$750 million to help children and families facing the global food crisis. The investment is being made through the Plan International's "World Hunger Relief" program, which provides food and financial assistance to children and families in need.

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UNIVERSAL CHILDREN'S DAY

Rebuilding Communities Destroyed by Civil War

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The Journal

Planting the seeds of food security

Advocating for change around the world

Gifts of Hope

Making it work

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Their futures – your legacy. The perfect fit.

Create opportunities for the world's poorest children with a gift in your Will to Plan Canada.

Please call 1-800-387-1818 ext. 252 or visit plancanada.ca today.

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%