

# Connecting with the Community

## Nonprofit Outreach Campaign

### Challenge

A local arts non-profit was preparing to present a large-scale event at a prominent historical location in Cincinnati and needed a way to build awareness within the community. As a non-profit, the organization had to be mindful of budget and find ways to optimize efforts while achieving established goals. Since the event itself could potentially be polarizing due to its political subject matter, the messaging and outreach had to be targeted, carefully worded, and reflect the values of the audience in an authentic way.

### Solution

After O’Keeffe PR was selected as the PR partner for the event, we held a discovery session to better understand the primary client goals. We developed a multi-channel outreach strategy to promote the event, connect with potential event attendees, and engage with the greater arts community in the region.

By creating a content calendar that included blogs, social posts including paid social efforts, PR and media outreach, and community engagement, O’Keeffe PR was able to develop a structured strategy for each medium that told a holistic message. Leaning into authentic ways to connect like Facebook live, tweeting and posting on-site during the event, and sharing behind the scenes content created a richer story that allowed the arts community to engage with both the event and the organization behind it. While arts organizations tend to create more traditional content, embracing the spirit of the event helped bring the message to life and reinforced the experience for event attendees.



6111 Madison Road  
Cincinnati, Ohio 45202



Phone Number  
513-221-1526



Website  
[www.okeeffepr.com](http://www.okeeffepr.com)

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### Results

Over the course of our three-month engagement, O’Keeffe PR developed:

- Nine blogs
- 12 Facebook posts, including one Facebook Live segment
- Seven Facebook events with a total of 1,345 responses and a total reach of 56,700
- Eight paid Facebook ads with an average cost per impression of \$.02 and cost per action of \$1
- 14 Instagram posts
- 34 Twitter posts

By engaging with local media connections, O’Keeffe PR generated:

- Three press releases
- 43 total mentions
- Reach of 8.40 million
- Three live TV segments
- Four TV mentions
- One interview with a local arts publication
- An ambassador list with nearly 100 contacts and two invitation email sends to that list



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