Generating Coverage & Content
The Salvation Army

Challenge

The Salvation Army of Greater Cincinnati & Northern Kentucky asked us to develop and execute a public relations and content marketing plan for their Red Kettle Campaign. We worked in partnership with Reveal Concepts, a local agency managing their events, sponsorship and paid media. It was our objective to increase awareness of The Salvation Army and the work they do in our community and inspire people to support their organization financially and/or as a volunteer. We also sought to increase donations to the Red Kettle Campaign.

Solution

After O'Keeffe PR was selected as the PR partner, we developed a content plan and wrote copy for the Cincinnati/Northern Kentucky website pages. The content was organized to highlight the overall programs and services provided by The Salvation Army and the programs that are unique to each community center. We then researched and developed school lists for the volunteer coordinator. The lists included school contacts in each of the areas with a Salvation Army community center.

Next, we designed, wrote copy and sent localized emails for each community center to engage the schools and solicit student volunteer groups. Finally, we developed press materials with content specific to each community center, created and executed a media relations plan and produced and executed a social media content plan for the campaign.

Results

The Red Kettle Campaign received unprecedented local media coverage for the campaign that included print, digital, TV & radio.

- Facebook content helped to increase fan base by 6.2%, Impressions by 786.6% and Engagement by 822.6% with an average post engagement of 11.7%

- A new approach to Twitter content helped to increase engagement by 8%, impressions by 67.3% and mentions by 71%

- The email campaign to schools resulted in area student volunteers who received community service hours

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