

# PR IN NON-PROFIT ORGANIZATIONS



# PR-activity of non-profit organization

- maintenance of the authority of NPO



- promotions of the projects and search of support for their realization.

# Coverages of the noncommercial sector:

- policy and state
- culture and art
- business
- science
- education
- charity



main "product" of the civil sector is a public opinion – a complex of the interconnected ideas and judgments



# Two main activities:

1. Promotion of social programs as which initiator can act the state, public institutes, commercial structures:

- studying and analysis of public opinion;
- development of strategy of promotion of the social program, project, action;
- attraction of public attention to a problem;
- complex information support;
- interaction with leaders of opinions;
- development of effective communication channels with target groups.

2. PR of public non-profit organizations:

- formation of the favorable public environment for activity of public organizations;
- drawing attention of power structures to programs of public organizations;
- preparation and implementation of programs for attraction of sponsor's means.

# Purposes:

1. To increase popularity of a mission of the organization.
2. To develop communication channels with those to who serve this organization.
3. To create and maintain favorable climate for attraction of investments.
4. To promote creation and maintaining social and political climate
5. To inform and stimulate the main driving forces of this organization to the continuous and productive activity directed to support of a mission of the organization, her purposes and tasks.

# The used sources:

1. <http://medianko.ru/school/99-pr-deyatelnost-ekonommercheskoy-organizacii.html>
2. K.N. Tendit "PUBLIC RELATIONS IN NON-PROFIT ORGANIZATIONS«
3. <https://russiancommun.livejournal.com/269127.html>