

## **Immediate Response Required For A Public Relations Planning - Service Learning Project**

I am currently teaching Public Relations Campaign Planning at Southern New Hampshire University in Manchester, NH. I am looking for smaller, local nonprofits interested in participating in a Service Learning/final project.

Small teams of students will be developing a PR plan and materials for lesser-known nonprofit organizations. The nonprofits need to proactively contact me. Please forward this message to any appropriate contacts.

You can see media coverage about the project, (which won a Service Learning Award) at <http://observer.bentley.edu/issue/fall-2010/departments-and-features/promoting-skills>. This is not an internship. The students serve as external consultants to the nonprofit. They're not regular volunteers - this is a specific project.

Is Your Organization A Good Fit For This Project? Here are a few guidelines and qualifications:

- Legal U.S. nonprofit registration/designation is a requirement (501C3 is preferred).
- Benefits delivered/felt on a local level are a big plus, but not an absolute requirement. Students seem to favor helping out close to home.
- Grass roots/small organizations are preferred. One that has already "been discovered" by the media, received much coverage, or is already working with an ad agency or PR firm is not a great fit.
- No religious/faith-based or political missions or overtones.
- The organization should be located near Manchester and SNHU (ideally with an actual office). Many students work part-time. Being no more than a 20-minute drive from SNHU is preferred. If you're willing to travel, we may be able to get around this.
- The organization must already have a website up and running.
- The primary contact from the organization must be able to be part of a 90-minute nonprofit panel discussion on **Thursday, February 2 at 11 AM** as part of the selection process. This should be the same person the students work with during the semester if the organization is selected by the students.
- The contact must be available to communicate with students a few times during the semester, and willing to attend one formal presentation on the afternoon of Tuesday May 1
- The nonprofit must also be willing to make a commitment to reasonable response time to student e-mails (within 24 hours including weekends and holidays). Students often don't keep the same hours as people who have full-time jobs. Their day tends to start much later, with schoolwork often done very late at night or on weekends.

**Jon Boroshok - Communications Lecturer**

Southern New Hampshire University

326 Robert Frost Hall

978-502-1055

[jb@pipeline.com](mailto:jb@pipeline.com) or [j.boroshok@snhu.edu](mailto:j.boroshok@snhu.edu)