

ACTIVITY | “We Are Child Welfare” Campaign



GOAL | To improve public perceptions of the organization and build deeper consensus with the public by developing a “We Are Child Welfare” communications campaign.



RELEVANT FOR

- Executive
- Middle Manager



DESCRIPTION | Develop a communications campaign, “We Are Child Welfare,” to spotlight the important work of child welfare, share success stories, and explain the benefits the organization provides to the community. Alternatively, highlight positive partnerships within the community and spotlight joint efforts and success stories.

Check out the [NCWWI Communications Guide: How to Advance Organizational Goals through Effective Messaging, Storytelling, and Public Relations](#) for specific guidance and ideas to promote the difference your organization makes. Also, explore other resources related to the [“We Are Child Welfare” campaign](#).

Determine organization policy and protocol regarding the media and enlist support from human resources representatives or a designated media spokesperson.



MORE INFO

[NCWWI “We Are Child Welfare” Campaign](#)