

Public Relations Cases & Campaigns (MCJ 159S)



Students in Prof. Betsy Hays' Public Relations Cases and Campaigns service-learning course worked with the Central California Blood Center to build a public relations campaign from the ground up.



CAMPAIGN GOAL:

- Increase blood donations among Fresno State students via on-campus campaign

STRATEGIES & TACTICS:

- Created campaign key messages.
- Promoted the Cesar Chavez blood drive held on-campus.
- Added value to the blood drive via a drawing for donors, photo booth, and social media engagement.

Our team was responsible for developing and implementing plans for media relations, social media, special events and community partnerships on behalf of our community partner, the Central California Blood Center.



Central California
Blood Center

TOGETHER, LIFE FLOWS FROM HERE.

STRATEGIES & TACTICS:

- Created ambassador program/speakers' bureau to present to classes and campus groups and programs.
- Produced videos, posters and postcards.
- Created blood drive webpage and media relations materials.
- Developed social media content to share the need for blood, who can donate, why to donate, and how to help if you can't donate.