



Childhaven and Moore Ink.



A case study of a successful
public relations program



Centennial PR goal

*Leverage the milestone of
Childhaven's 100th anniversary
to develop stronger and more
sustainable relationships with
donors, prospective donors and
the community*



Centennial PR objectives

- ✎ Raise awareness of Childhaven and its mission, history and successes
- ✎ Expand capacity and opportunities for giving among existing donors
- ✎ Attract new donors
- ✎ Enhance the impact of the Childhaven brand through consistent, compelling messages, stories and graphic design



Elements of the Centennial public relations strategy

- 👤 Detailed PR/marketing plan
- 👤 Branding
- 👤 Materials
- 👤 Community relations
- 👤 Events
- 👤 Advertising
- 👤 Media relations
- 👤 New media/social networking



Brand discipline

- 👉 Everything matches: words, images, tone, look, feel
- 👉 Key messages reinforced
- 👉 Key audiences 'get it'



It all begins with the message

- 👉 Brought staff and Board members together to focus on *impact*, not just programs
- 👉 Created 'elevator speech' and supporting messages to serve as the foundation for consistent, compelling communications... through the Centennial and beyond



Childhaven 'elevator speech'

Since 1909, **Childhaven** has been a safe and caring place for babies, toddlers and preschoolers suffering from abuse and neglect. Using innovative, proven approaches to child development in a therapeutic day care environment, we heal old hurts and nurture young lives. By strengthening family and child relationships and improving parenting skills, we break the cycle of abuse and neglect and create a foundation for lifelong loving relationships.

BRANDING



Centennial tagline

*Healing. Hugs. Hope.
For 100 Years.*

BRANDING



Centennial logo



BRANDING

Photography



BRANDING

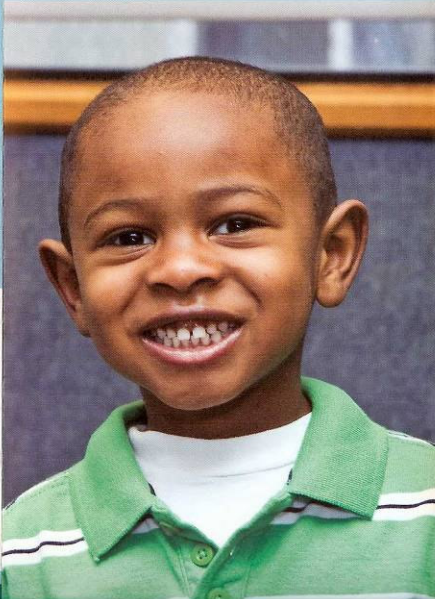
Human interest stories

- 👉 Tell Childhaven's story through the stories of our children, families, volunteers and donors



BRANDING

General agency brochure



Childhaven

Healing. Hugs. Hope. For 100 Years.

Our mission: To prevent and stop the cycle of abuse and neglect through scientifically-supported programs that protect and treat children ages one month through five years, and their families.

Our impact: Yesterday, today and tomorrow, our community has come to rely on Childhaven as a recognized leader in therapeutic child care for the youngest victims of abuse and neglect. By focusing on research-based methods of attentive care, developmental therapy and parenting education, Childhaven's approach is proven to forever change lives. By investing in Childhaven today, our community helps to ensure the unlimited potential of children who will go on to become nurturing, loving parents themselves.

316 Broadway
Seattle WA 98122-5325
206.624.6477
206.382.3303 Fax
info@childhaven.org

100
The **Childhaven** Centennial
A United Way agency.

Childhaven is a 501(c)(3) charitable organization.

A century of caring for children

Since 1909, Childhaven has been a safe and caring place for babies, toddlers and preschoolers.

Today, we heal old hurts and nurture young lives through innovative, proven approaches to child development delivered in a therapeutic day care environment. We also help parents, giving them the skills and support they need to better care for their children and create loving, lasting family bonds.

Our legacy goes back 100 years to Seattle Day Nursery. We operated for nearly 70 years as a traditional child care center before our leadership recognized a grave need: the lack of services for very young victims of abuse and neglect.

In 1977, two years before the state of Washington mandated the reporting of child abuse, we created the nation's first therapeutically-based child care program.

Each year, we help more than 500 young children and their families build stronger foundations—for themselves and for generations to come.

MATERIALS

Crisis nursery brochure



Childhaven
Childhaven



Childhaven
Crisis Nursery
Emergency care and support when you've got nowhere else to turn.

You love your child. www.childhaven.org

You'd never hurt or neglect him. But sometimes, you just need a break...

YOU'RE NOT ALONE. Stress, a personal crisis, illness or other temporary situation can push many parents almost to the edge. You feel you need someone to talk to, a temporary time out, a little help.

The Childhaven Crisis Nursery is here for you—a free and confidential place to turn when you need information, advice or a safe place for your child to stay.

With one call, you'll find caring people who can answer your questions and connect you with up to 72 hours of free emergency child care in loving homes. We also can provide up to 30 days of child care for parents who are entering substance abuse treatment.

WE'RE HERE FOR YOU AND YOUR CHILD
24 hours a day, 7 days a week.

THE CRISIS NURSERY is a program of Childhaven, one of King County's most respected nonprofit organizations. Since 1909, Childhaven has been a safe and caring place for babies, toddlers and preschoolers. Using innovative, proven approaches to child development in all our programs, we nurture young lives, strengthen family relationships, improve parenting skills and help to create a foundation for lifelong loving relationships.

THE CHILDAHVEN CRISIS NURSERY
206-328-KIDS
(206-328-5437)

CHILDAHVEN
316 Broadway
Seattle WA 98122-5325
206-624-6477
info@childhaven.org

¡HABLAMOS ESPAÑOL!
La Guardería de Crisis de Childhaven ofrece cuidado de niño a familias que necesitan un lugar seguro durante tiempos de crisis. Para más información, llame al 206-328-5437.



206-328-KIDS
(206-328-5437)

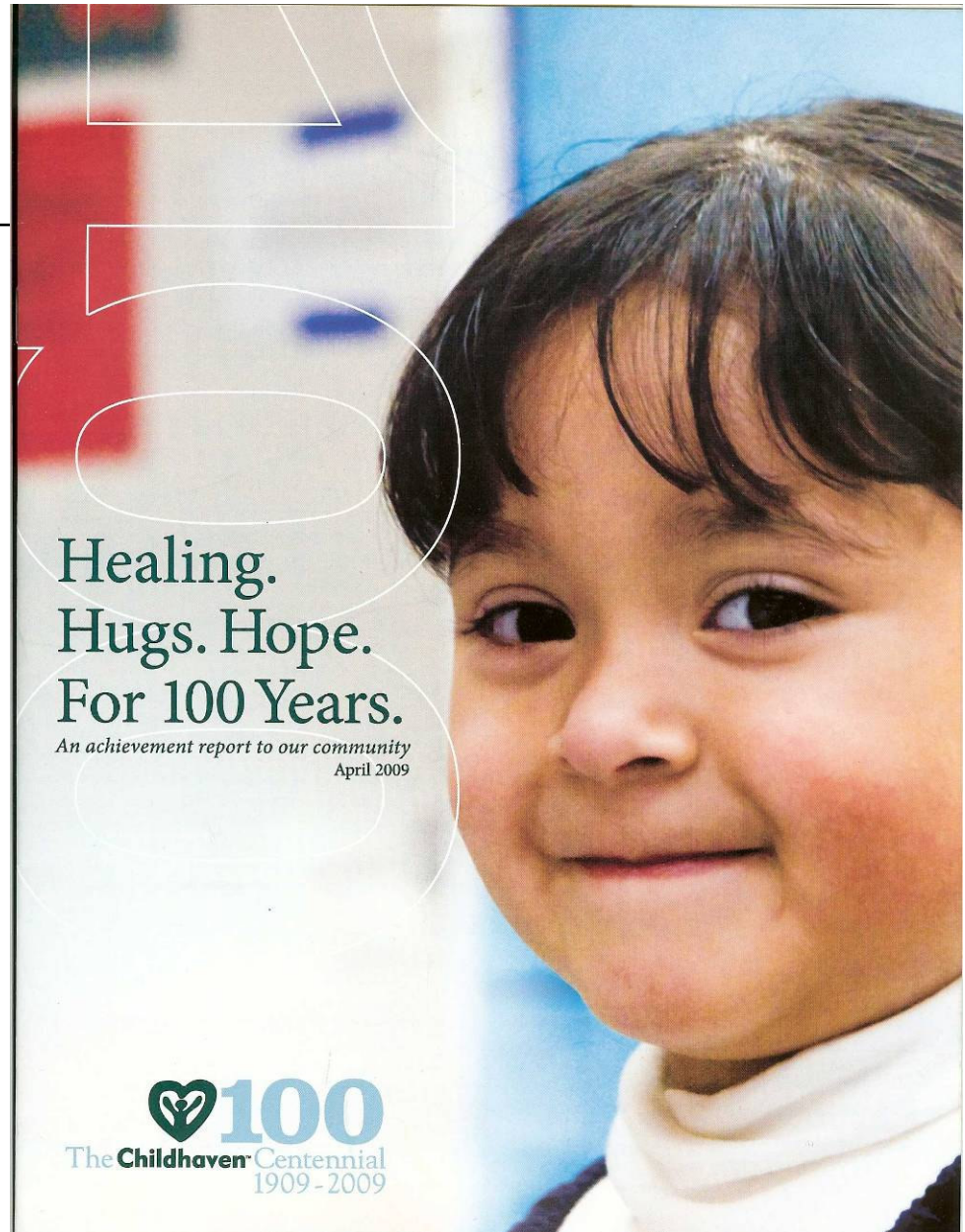
*"If it was not for Childhaven, I would have had a nervous breakdown. This program saves lives."
Crisis Nursery mother*

206-328-KIDS
(206-328-5437)

MATERIALS



Annual report



MATERIALS

Newsletter

Healing. Hugs. Hope. For 100 years.

The **Childhaven** Centennial 1909-2009

HavenSent

WINTER 2009

A Century of Caring



Photo courtesy of the Museum of History and Industry

Childhaven celebrates its Centennial in 2009, focusing on what we've always done best: caring for the most vulnerable in our community and breaking the cycle of abuse and neglect.

In 1909, low-income mothers forced into the workplace found a safe, affordable place to care for their children at Seattle Day Nursery.

In 1948, "Rosie the Riveters" working the night shift at Boeing found peace of mind leaving their kids in the Day Nursery's care.

In 1977, as society was finally facing up to the fact that child abuse was a community responsibility and not just a family's shameful secret, a visionary leader named Patrick Gogerty forever changed the course of Seattle Day Nursery—re-christened as Childhaven a few years later—by creating the state's first therapeutic child care program for the youngest victims of abuse and neglect.

In 2009, Childhaven turns 100.

"This agency has constantly adapted to the needs of the community," observes Pat, who retired in 1998 after 25 years as Childhaven's executive director. "This is a very progressive town and what Childhaven does is a community effort—a community effort that organically changes and grows and develops and proves its effectiveness."

In many ways, Pat seemed almost destined to make this his life's calling. His father was an alcoholic who abused him and his four brothers, his mother a roving fortune teller who left the kids in foster care for years at a stretch. Before coming to Childhaven,

CENTENNIAL continued page 4



Centennial Celebration Luncheon set for April 23

Mark your calendars for Thursday, April 23, for our 100th birthday party!

The Centennial Celebration Luncheon will take place at the Washington State Convention & Trade Center in Seattle. It's your opportunity to celebrate 100 years of success in changing the lives of our community's children... and an opportunity to support Childhaven as we begin our second century.

Author and actress Meg Tilly, whose novels give voice to the abuse she suffered as a child, brings her thoughts and perspectives to the Luncheon as our keynote speaker. KING-TV anchor Jean Enersen will serve as emcee.

You can play a crucial role in the event by volunteering to be a table captain. To learn more, visit our Web site at www.childhaven.org.

MATERIALS

E-newsletter



E-News

December 2008

Welcome to the first issue of our e-newsletter!

Dear Andrea,

We are excited to be able to bring you up-to-the-minute news about our work to break the cycle of child abuse and neglect and create strong foundations for lifelong loving relationships. For nearly 100 years, Childhaven has been a safe and caring place for babies, toddlers and preschoolers suffering from abuse and neglect. During this season of good will, we are especially mindful that we are able to advance our mission thanks to the generous support of our community. We wish you a joyous holiday season.



Sincerely,
Debra C. Ronnholm, MA
President

Cater that holiday party... and help Childhaven

[Gourmondo Catering](#) is offering customers the opportunity to donate \$5 to Childhaven when they order online. The cyber-partnership was the brainstorm of Gourmondo co-owner Alissa Leinonen Gallagher. Many thanks to Alissa (recipient earlier this year of the prestigious "40 Under 40" award from the Puget Sound Business Journal) for her kind support!



MATERIALS

Web site makeover

Old

The screenshot shows the old website layout. At the top is the Childhaven logo and a navigation bar with links for 'About Us', 'Contact Us', 'Services & Programs', 'Donate', 'Publications, News & Events', and 'Employment'. Below this is a 'Home Page' sidebar with links for 'Donors', 'DSMS/DCFS', 'Volunteers', and 'Staff & Board of Trustees'. The main content area features a 'The Childhaven Mission' section with a sub-header and a paragraph. Below that is a 'Change a Life. Make A Gift.' section with a photo of a child and a call to action. At the bottom, there is a 'NEWS & EVENTS' section with a sub-header and a paragraph about the 2009 Events celebrating the Centennial. The footer contains information about Childhaven as a United Way agency and a 501(c)(3) nonprofit, along with a privacy notice link.

The screenshot shows the new website layout. At the top is the Childhaven logo and a navigation bar with links for 'Donate', 'Careers', and 'Contact Us'. Below this is a search bar and a 'donate' button. The main content area features a large image of children sitting on a bench. To the left of the image is a vertical menu with links for 'Who We Are', 'What We Do', 'How You Can Help', and 'News & Resources'. To the right of the image is a 'IN THE NEWS' section with a sub-header and a paragraph about Childhaven Endorses No On I-1033. Below this is a '8th Annual "Tackle Child Abuse" Dinner & Auction with the Seattle Seahawks' section with a sub-header and a paragraph. At the bottom, there is a 'give' button and a 'United Way' logo with a link to the United Way of King County website.

New

MATERIALS



Community relations

- 👉 3-minute 'This is Childhaven' speech
- 👉 Broader, more in-depth presentation with PowerPoint
- 👉 Speakers bureau
- 👉 Outreach to potential speaking venues (Rotary, Kiwanis, PTA, AAUW, etc.)
- 👉 First-pitch Night with the Mariners

COMMUNITY RELATIONS



Event support

- 👉 Centennial Celebration Luncheon – speechwriting, coaching for speakers, client support, program coordination, photography
- 👉 Summertime branch ‘birthday parties’ – promotion, flyers, posters, etc.
- 👉 Town meeting – Details TBD

EVENTS





Advertising

- 👉 On-air and online 60-second ads on WARM 106.9-FM in early March – Coordination and scriptwriting
- 👉 Discussion with KING-TV re: special or social marketing campaign – Brokered introductions
- 👉 Billboard ad plan – Support materials and planning

ADVERTISING



Media relations

- ✎ Centennial feature story in *Seattle Post-Intelligencer*
- ✎ 'Now and Then' photo feature in *Seattle Times Pacific NW Magazine*
- ✎ KING-TV and KOMO-TV features on Childhaven and Luncheon speaker Meg Tilly
- ✎ Seattle Channel: One-hour interview with CEO Deb Ronnholm on Eric Liu's "Seattle Voices"
- ✎ KUOW-FM, live one-hour talk show *The Conversation* w/Deb Ronnholm and Meg Tilly
- ✎ KVI-AM, live two-hour talk show on "Real Medicine" about preventing child abuse
- ✎ Comcast Newsmakers, 5-minute cable TV interview with Deb Ronnholm
- ✎ Feature on Lake City branch in *Northgate Journal*

MEDIA RELATIONS





Links to media stories

- 👉 Seattle P-I:
www.seattlepi.com/local/403188_childhaven12.html
- 👉 Seattle Times:
http://seattletimes.nwsources.com/html/pacificnw/2009328302_pacificpdorp14.html
- 👉 KING-TV:
www.king5.com/video/index.html?nvid=360320
- 👉 KOMO-TV:
www.komonews.com/news/43591387.html
- 👉 Seattle Voices:
<http://www.seattlechannel.org/videos/video.asp?ID=3120928>



New media/social networking

- 👤 Launched Facebook Fan page
- 👤 Established YouTube video site and uploaded Childhaven Centennial video

INTERNET DONOR OUTREACH





What comes next?

- 👤 Ongoing Moore Ink. work on newsletters and other publications (writing, photography, graphics coordination, project management)
- 👤 Speechwriting and event support
- 👤 Media relations
- 👤 Community relations
- 👤 Fundraising communications