



# FAWCO

# PUBLIC RELATIONS AND MEDIA



# PUBLIC RELATIONS AND MEDIA

## COMMITTEE

***Meenakshi Advani, Chair***

*PRM Framework, Strategy, Cordination*

***Sallie Chaballier, FAWCO President***

*Advisor, Strategy, Facebook Communication*

***Ellie Badanes, Twitter***

***Melanie Baur, Branding***

***Monica Jubayli, Mentor***

***Kathleen Simon, Mentor***



# Public Relations and Media

## The PRM TEAM

FAWCO Board Members  
Mentors & Advisors  
UN Liaison  
US Liaison  
Youth Program Co-Chairs  
Events Planning Co-Chairs  
Global Issues Chairs  
Advertising/Sponsorship Chair  
Advancement Chair

## FAWCO Sister Organizations

FAWCO FOUNDATION

FAUSA



# THANK YOU



- ✧ KATHLEEN SIMON of Bern, Switzerland is Counselor & Mentor
- ✧ MARTHA CANNING of Amsterdam, Netherlands is Board Member 3<sup>rd</sup> VP Global Issues
- ✧ LAURIE RICHARDSON Vienna, Austria is UN Liaison
- ✧ EMILY VAN EERTEN of The Hague, Netherlands is Counselor & Archive Chair
- ✧ SUZANNE WHEELER of Paris, France is The FAWCO Foundation President
- ✧ TRICIA SAUR of Cologne, Germany is Chair, Target Project 3.0
- ✧ MONICA JUBAYLI of Lebanon/Dubai is Counselor, Document Manager, Chair Nominating Committee
- ✧ MY-LINH KUNST of Berlin, Germany is Counselor & Co-Chair Youth Program
- ✧ HOPE MOORE of Munich, Germany is Board Member 2<sup>nd</sup> VP Membership
- ✧ ELLIE BADANES of Connecticut, USA is Counselor & Twitter Manager
- ✧ MEG BREW of Amsterdam, Netherlands is Co-Chair Youth Program
- ✧ MARY DOBRIAN Cologne, Germany is Co-Chair Youth Program & Chair R&R Committee
- ✧ SALLIE CHABALLIER of Paris, France is FAWCO President & Advisor
- ✧ ANGIE AEBERSOLD & PATRICIA AEBY of Bern, Switzerland are Events Planning Co-Chairs
- ✧ ALISA COOK-ROEHS of Duesseldorf, Germany is Board Member Treasurer
- ✧ JOHANNA DISHONGH of Texas, USA is US Liaison
- ✧ THERESE HARTWELL of Texas, USA is President of FAUSA

***Names listed are contributors to the iMovie presentation and in order of appearance***



# Public Relations and Media



FAWCO IS ENGAGED WITH THE UNITED NATIONS  
FAWCO HELPS GIRLS AND WOMEN WORLDWIDE  
FAWCO STRENGTHENS MEMBER CLUBS GLOBALLY  
FAWCO TRAVELS FAR AND WIDE TO SPREAD GOODWILL  
FAWCO OFFERS COMPLIMENTARY WORKSHOPS  
FAWCO EMBRACES INDIVIDUAL MEMBERS THROUGH FRIENDSHIPS  
FAWCO CREATES OPPORTUNITIES FOR YOUTH  
FAWCO WORKS ON CHALLENGING GLOBAL ISSUES  
FAWCO PROVIDES A SHOULDER TO US CITIZENS ABROAD  
FAWCO WORKS CLOSELY WITH THE FAWCO FOUNDATION AND FAUSA  
FAWCO WORKS AT A PROFESSIONAL LEVEL & INSPIRES US ALL

***“GO FAWCO GO!”***



# Public Relations and Media



**OUTREACH**  
*to a*  
**WIDER & BROADER AUDIENCE**  
*of*  
**QUALITY not only QUANTITY**  
*exploring*  
**INFINITE POSSIBILITIES**  
*making it*  
**INCLUSIVE & INVITING**  
*with*  
**INTEGRITY**  
*through*  
**INTEGRATION**  
*encouraging*  
**INTERLACING**



# Public Relations and Media



## SOCIAL MEDIA

- Facebook
- Instagram
- Twitter
- Blog
- YouTube

Extending to the global community, *“Sharing FAWCO in varied formats”*



# Public Relations and Media



## PUBLIC RELATIONS

- Regional Community Events
- Speakers To Universities & Other Organizations
- Regional Meetings
- Other Charity Groups
- Consulates
- City & Country Press Releases

Spreading “*FAWCO Fever*” to the world



# Public Relations and Media



## MEDIA

- Interviews with any local TV Channels
- FAWCO Videos can be shown at community events
- Videos on SDG Related Experiences Shared on YouTube

Sharing *“FAWCO on the ground”* to a larger network



# Public Relations and Media



## PRM & FAWCO BOARD

- Provide the calendar for topics being addressed during the year
- Approve the PRM calendar for the timing and topics
- Lend full support to the PRM committee to develop professional presence
- Include the work of the entire PRM team as a priority
- Budget approvals for relevant applications

**Guide to strengthen “FAWCO’s External Communication”**



# Public Relations and Media



## PRM & MEMBERSHIP

- Member Clubs to share club activities
- Share their community programs which support the UN SDGs
- Individuals to be able to reach Global Issues Chairs with their stories
- Include clubs & members to communicate on the public channels
- Invite friends, family, organizations to “like” & “follow” FAWCO

**Get involved & be updated with “*FAWCO Global Activity*”**



# Public Relations and Media



## PRM & COMMUNICATIONS

- Twitter Hash Tags, send them in
- Biennial 2019 is #FAWCO2019
- Project related address such as @TargetProject4
- Club Instagram and Facebook to join the Public FAWCO Channels
- Inviting aligned organizations who might be interested in FAWCO

**Increasing footprint to ensure “*FAWCO builds momentum*”**



# Public Relations and Media



## PRM with GLOBAL ISSUES & the UNITED NATIONS

- Members & clubs to share activities & stories
- Work with the Chairs of Health, Education, Human Rights, Environment
- UN International Day activities with photos and sound bites
- Global Issues Teams bond with the UN team to meet goals
- UN Team to communicate their presence at the UN & other participation

**Highlight “*FAWCO NGO status*” at the United Nations**



# Public Relations and Media



## PRM & the YOUTH PROGRAM

- Promote youth activity worldwide
- Encourage presence at the UN
- Support and report their journey with activities on global issues
- Share the results of Education Awards
- Cultivate cultural volunteers

**Streamline “FAWCO Youth Beat”**



# Public Relations and Media



## PRM & FAUSA

- Journeys about moving back home
- Stories about repatriating to the United States
- What to do when you move to Europe from America?
- Travelling around the USA

**You would always want a “*FAWCO Traveller*” at dinner**



# Public Relations and Media



## PRM & ADVANCEMENT

Promoting FAWCO will attract organizations globally to financially support FAWCO & welcome some projects as their CSR

## PRM & SPONSORSHIP

Knowing FAWCO is knowing its membership of dynamic women, talented professionals & remarkable world travellers

**Helping “*FAWCO to thrive*” to spread its wings further**



# Public Relations and Media



## PRM & THE ARCHIVES

- Telling FAWCO Stories to the world
- Making videos of the conferences
- Creating a strong invitation to other clubs and individuals to join
- Documentaries of the work done with the Target Project
- Message of the Youth Program

The *“FAWCO curtain opens”* for the world to applaud



# Public Relations and Media



## PRM & The FAWCO FOUNDATION

- 1+1 = 11eleven, communicating the unique combination of efforts
- Being leaders in the sharing of the global work in charities
- A special relationship & bond

**Basking in the efforts where *“FAWCO lends a hand”***



# Public Relations and Media



## PRM & THE UNITED STATES

- Conveying the benefits of the service to expats living overseas
- Members and some issues on taxation
- Developing relationship with the Congress
- Some stories of important progress over the years

**With a leap and a stride *“FAWCO jumps hurdles”***





# FAWCO

## Public Relations and Media

iMovie of short videos from beautiful, friendly women in leadership, who very kindly have expressed their support for the PRM project.

Very endearing that each have taken the time to step out of their busy schedules, in cold & windy surroundings, to record these sound bites.

*\*please excuse & ignore the disturbances in sound\**