

## St. Mary's Home

### "Journeys"

#### 2016 Pinnacle Awards: Public Relations Tactics: Newsletter (more than \$5,000)

##### Research and Planning

Direct research was conducted to determine the most effective readership of a contemporary newsletter. Administration, department heads, staff, Auxiliary and major supporters were queried. Collective input from key sources directed a striking newsletter design: cheerful, inviting short stories, and an upbeat tone to provide a compelling perspective on the superlative services and staff as singular and special as the Home's unique role for children and young adults with disabilities, and their parents.

Widespread online research of highly reputable facilities providing similar services, ensured that Journeys is indeed distinctive in its look, mood and impact.

##### Goals and Objectives

1. Foremost, to keep attitudes and awareness about St. Mary's Home focused on residents, families and staff.
2. To create a meaningful, memorable newsletter that would be read cover-to-cover.
3. To generate higher awareness among resident referral sources statewide.
4. To increase awareness of the many services St. Mary's Home provides.
5. To thank donors for their support while informing and reminding them of how their contributions enhance the lives of the residents.

##### Execution

Bold colors, striking layout, unusual fonts, touching photos, and crisp copy combine to command attention. Journeys sharply focuses on the Home's highly specialized mission and enhances its reputation of excellence and innovation.

Journeys is published three times a year. The newsletter content spans multiple audiences: residents and their parents, donors, volunteers, staff, media, referral sources, elected officials, and key influence centers (business, civic and social).

The population St. Mary's Home serves is relatively small, and traditional mass media marketing tactics are not cost-effective. Thus, a sizable part of the communications budget is invested in Journeys. Highly targeted use of an impressive newsletter has proven to generate increased awareness among all key audiences and expand already positive attitudes toward the Home.

Journeys theme provides an umbrella attitude: ***"Because it is in the process, as much as the progress, that we measure each journey."***

##### Evaluation

Approximately \$6,000 per issue includes design, copy, photography, printing and distribution, to reach more than 7,300 highly targeted readers, almost 100 percent of key influence centers statewide. Copies are given to visitors touring the Home and distributed at conferences reaching referral audiences, including physicians and social workers. On every level, people's and professionals' comments are unanimous in their praise.