

PUBLIC RELATIONS PLAN

# **EAGLE VISION WORLDWIDE**

Utilizing social  
media & building  
local partnerships

*Eagle Vision*  
WORLDWIDE





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# EXECUTIVE SUMMARY

Eagle Vision Worldwide is a non-governmental organization founded 3 years ago. With a mission focused on serving and providing vision care to under privileged communities around the world EVW continues to expand their reach.

This PR plans highlights ways EVW can enhance the use of social media and continue to develop unique local partnerships to expand their reach.



# GOALS & OBJECTIVES

**#1 INCREASE SOCIAL MEDIA  
PRESENCE AND ENGAGEMENT**

**#2 ACQUIRE VALUABLE LOCAL  
PARTNERSHIPS TO SUPPORT MISSION**



By regularly posting on Instagram and Facebook EVW will be able to expand their reach finding new donors and increasing awareness. By creating other forms of social media such as LinkedIn and blog EVW will expand in reach and setup of similar nonprofits.

Local partnerships and opportunities in the community provide expanded reach and awareness for EVW and a way for the community to feel connected in changing lives.

# SITUATIONAL ANALYSIS

# OF PATIENTS WITH VISION SCREENING

15,000+

Eagle Vision  
Worldwide

1,478,376

Charity  
Vision

10.4 Million

Christian  
Blind  
Ministries

3.5 Million

Eye  
Foundation  
of America

# SITUATIONAL ANALYSIS

## SERVICES

Vision screening, glasses distribution

Eagle Vision  
Worldwide

Clinics, surgeries, screening, classes, donations

Charity  
Vision

Clinics, inclusion development, humanitarian action

Christian  
Blind  
Ministries

Vision screening, glasses distribution, surgeries, retinopathy prematurity

Eye  
Foundation  
of America

# SITUATIONAL ANALYSIS

## SOCIAL MEDIA- INSTAGRAM

59 followers- ways to donate,  
previous trips

Eagle Vision  
Worldwide

3,787 followers- different accounts  
for different countries

Charity  
Vision

No Instagram account

Christian  
Blind  
Ministries

No Instagram account

Eye  
Foundation  
of America

# SITUATIONAL ANALYSIS

## SOCIAL MEDIA- FACEBOOK

0 followers- ways to donate,  
previous humanitarian trips

Eagle Vision  
Worldwide

154K likes, 153K followers- updates,  
ways to help

Charity  
Vision

No Facebook account

Christian  
Blind  
Ministries

819 followers- reminders, safety tips,  
humanitarian trips

Eye  
Foundation  
of America

# SITUATIONAL ANALYSIS

## WEBSITE

About, take action, our team,  
contact us

Eagle Vision  
Worldwide

About us, equipment donation,  
sight buddies, take action

Charity  
Vision

In action, get involved about, news

Christian  
Blind  
Ministries

About us, media, contact, how to  
live like Ghandi, donate

Eye  
Foundation  
of America

# SITUATIONAL ANALYSIS

## LOCATIONS

Uganda  
St. Martens  
Guyana  
Peru  
Guatemala  
Ukraine  
Fiji

**Eagle Vision  
Worldwide**

Afghanistan  
Bolivia  
Cambodia  
Cape Verde  
Columbia  
Dominican Republic  
Democratic Republic of Congo  
El Salvador  
Ghana  
Guatemala

Haiti  
India  
Indonesia  
Kenya  
Madagascar  
Mexico  
Nepal  
Nigeria  
Pakistan  
Peru  
Philippines

Sierra Leone  
Somalia  
Tanzania  
Uganda  
United States  
Vietnam  
Zimbabwe  
Zambia  
Zanzibar

**Charity  
Vision**

Africa East  
Africa South  
Africa West  
Central Asia  
Americas

**Christian  
Blind  
Ministries**

India  
Guatemala  
a total of 25 countries since 1979 but only 2 listed.

**Eye  
Foundation  
of America**

# SITUATIONAL ANALYSIS

## PARTNERSHIPS/AFFILIATIONS

Alcon, Charity Vision  
Eagle Condor Humanitarian  
Essilor  
Global Vision 2020  
Light A Life Charity  
Lions Club, Natuvu, Restoring Vision  
Vosh

**Eagle Vision  
Worldwide**

Ncrease, Now optics	Worldwide Express
Agel cares foundation	Marchon
American Express	Ponseti International
CIT Bank	Kortni Jeane
Downey Unified	Hoopes Vision
Sorenson Legacy Foundation	Brein Holden Vision Institute
Intercap	HOJ Innovations
Provo City School District	Bio-Med Engineering
NU Skin Foundation	Oscar Wylee
LDS Charities	Yanbal
DCI Edge ViewLight	Prescott's Inc.
Stephens	Medical Equipment Partners
Atlas, Dot Dot Smile	Accutome
icare	Medical Materials Inc.
Keeler	Price Real Estate
Luneau	Summus Medical Solutions
Move It	USO
Unishippers	Vision Technologies Inc.
Usaid	Komatsu Phthalmics, Inc.
1800 contacts	Sundance Bay
Vision For Life	
Morgan Stanley	
Utah Partners for Health	
University of Utah Health Care	
Utah Valley Eye Center	
VSP Global, Eyes of Hope	

**Charity  
Vision**

# SITUATIONAL ANALYSIS

## PARTNERSHIPS/AFFILIATIONS

World Wide Hearing Foundation International  
World Federation of the Deaf  
Movement for Global Mental Health  
ILO Global Business and Disability Network  
International Disability Alliance  
Global Rehabilitation Alliance  
Global Network on Disaster Reduction  
Global Clubfoot Initiative  
Global Campaign for Education  
European Disability Forum  
Deafblind International  
CONCORD-European NGO Confederation for Relief and Development  
Coalition for Global Hearing Health  
International Society for Prosthetics & Orthotics  
World Health Organization  
Economic and Social Council of the United Nations  
International Disability Alliance  
Ecumenical Disability Advocates Network  
International Agency for Prevention of Blindness  
International Disability and Development Consortium  
World Blind Union  
International Council for Education of People with Visual Impairment

The Indian Embassy of Guatemala  
Rotary International  
Goutami Eye Institute

**Christian  
Blind  
Ministries**

**Eye  
Foundation  
of America**



# TARGET AUDIENCE

## DEMOGRAPHICS

The main demographics EVW is striving to reach with the use of social media and partnerships include local communities and individuals who are looking for ways to give back to the community and help network with. This includes: Madison School District, Sugar-Salem School District, Karie Anne's, Crispy Cones, Olive Ave.,

## KEY PERSONAS

Local journalists such as East Idaho News, Rexburg Standard Journal, Jackson Hole News, Wyoming News can help share and report on updated EVW humanitarian efforts and trips.

# SOCIAL MEDIA STRATEGY

## PLATFORMS TO FOCUS ON:

- Instagram & Facebook- visual opportunity to share content from previous humanitarian trips and build community
- LinkedIn- build professional partnerships and networking opportunities

## CONTENT PILLARS & WHAT TO POST

- Inspirational stories- share the impact of the work done through personal testimonials and experiences of patients
- Call to action- invite community and partnerships to donate and participate in events

## EXPAND REACH

- Focus on growing followers to expand reach by posting frequently, using hashtags, and inviting others to follow on different platforms

## COLLABORATE

- Collaborate with local or existing influencers or advocates
- Offer internships for students to focus on social media channels and engage





# LOCAL PARTNERSHIPS STRATEGY

## POTENTIAL PARTNERS

- Melaleuca
- Love Olive
- Crispy Cone
- Madison School District
- Sugar-Salem School District
- BYU-Idaho

## VALUE PROPOSITION

- Partnering with local businesses and schools will not only expand the reach of EVW but shared mutual benefits including local visibility, valuable opportunities to give back and serve.

## APPROACH

- Either via email or in-person meeting create a tailored pitch explaining how a partnership benefits both parties.
- Other ideas include: host local events or community service projects together, show support in newsletters or on website



## MEDIA RELATIONS & PUBLICITY

### PRESS RELEASES

Announce new partnerships, events, highlight recent humanitarian trips and major milestones in the work of EVW through the use of press releases to local TV and newspaper outlets.

#### **Rexburg Standard Journal**

Monte LaOrange-Editor  
[mlaorange@postregister.com](mailto:mlaorange@postregister.com)

#### **East Idaho News**

Nate Eaton- News Director  
[neaton@eastidahonews.com](mailto:neaton@eastidahonews.com)

#### **Jackson Hole News & Guide**

Whitney Royster- Features and Arts Editor  
[valley@jhnewsandguide.com](mailto:valley@jhnewsandguide.com)

# PRESS RELEASE EXAMPLE

**Contact Information:**

Eagle Vision Worldwide  
Shawn Galbraith  
Phone Number  
Email

**Release Date:**

[Date]

## FOR IMMEDIATE RELEASE

**Eagle Vision Worldwide Completes Another Humanitarian Mission**

**Jackson Hole, Wyoming-** October 1, 2024- Eagle Vision Worldwide, a vision-focused non-profit based in Jackson Hole Wyoming, has successfully completed a humanitarian mission in several location in Guatemala, providing vital eye care and vision services to underserved communities.

The trip, which took place from September 21 to September 29, was part of the organization's ongoing efforts to provide free vision clinics and vision options in regions with limited access to healthcare. Led by a team of doctors, nurses, volunteers and local translators, the mission provided free eye exams, prescription glasses and vision screenings to over 1,128 individuals in remote villages across Guatemala.

"Include a quote here about the trip from someone attending the mission or of an individual who was impacted because of the service provided".

Founded in 2021, Eagle Vision Worldwide is a nonprofit organization based in Jackson Hole, Wyoming, dedicated to providing vision care to individuals and communities worldwide. Their mission is to serve others one by one and help them see the world clearly.

**END**

# EVALUATION & MEASUREMENT

## SOCIAL MEDIA & PARTNERSHIPS

- Track the reach and engagement of social media with analytical tools for free
- Measure the success of partnerships through engagement metrics such as number of joint events or brand mentions
- Assess goals yearly to identify how to meet goals and make plans

