

Public Relations Project Plan

Minnesota Association of Resources for Recovery and Chemical Health (MARRCH)

October 29-31, 2012 – Saint Paul, MN at RiverCentre

Status: Draft – Version: 1.0 – Date Created: 08/01/2012

I.1. Project Purpose

Interact with CD Professionals to introduce to the professionals to these simple facts:

- A. That Narcotics Anonymous exists
- B. That Narcotics Anonymous offers an effective solution to drug addiction
- C. Professionals know where to find us
- D. What services NA offers (BTG, Meeting List subscription, Apps, H&I, PR Presentations, and Meetings)
- E. How to stay in contact with us; how we can stay in contact with them

I.2. Project Objective

- We will interactively hand out our business cards along with information on NA which will include a variation of the “NA – A resource in your community” brochure as well as BTG brochures, a current meeting list, plus membership survey.
- We will also interactively collect business cards from professionals in order to send them our monthly meeting list or we’ll have them sign up on the sign-up sheet – Biz Cards are easier.
- Each contact has the potential to develop into a long-term cooperative relationship out of which many suffering addicts could find freedom from active addiction.
- To be a consistent and credible resource to these professionals.

I.3. Project Benefits

- Members get to serve the fellowship of NA and receive the gifts of service
- Public relations events allow us to educate the professionals about what we are and what we’re not. In addition, networking with professionals broadens the reach of NA’s message as well as getting our meeting list in the hands of front-line professionals, providing them with a information about our services like Bridging the Gap program, and making sure professionals know how and where to find us.

I.4. Human Resource Requirements (Management and Shifts)

Name	Role	Phone / email
	Project Manager	
Monte Jarvis	Project Sponsor	763.439.6043 – montejarvis@gmail.com
	Mon Oct 29 8:00 am to Noon	
	Mon Oct 29 Noon to 4:00 pm	
	Tues Oct 30 8:00 am to Noon	
	Tues Oct 30 Noon to 4:00 pm	
	Wed Oct 31 8:00 am to 1:00 pm	

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I.5. Project Steps

Key Deliverables / Milestones	Resource (s)	Planned Start Date	Planned Completion Date
Project Plan Approval	PM	08/11/12	
Secure Registration to the event	PM	08/13/12	
Broadcast request for volunteers (Get Vols at the Aug 11 RSC)	PM	08/11/12	Till Done
Conference Call Training Schedule	PM	10/01/12	10/21/12
Confirm volunteer schedule with the volunteers	PM	10/1/12	10/24/12
Reminder call/text message to vols the night before	PM	10/27/12	10/30/12
Distribute Table Sitting Guidelines to Volunteers	PM	10/1/12	
Identify who is picking up and dropping off table top, etc.	PM	10/1/12	
Purchase table materials (lit, copies, etc...)	PM	10/15/12	
Attend the event	Team	10/29/12	10/31/12
Return table materials to Regional storage.	PM	10/31/12	
Send hand written thank you notes to host organization	PM	11/1/12	
Respond in a timely manner to each request for additional info	PM	TBD	

I.6. Budget Estimate

EXPENSES TO IMPLEMENT PROJECT

MARRCH Registration fee (One Person Per Shift)		\$755.00
Table top materials		\$830.00
Printed Material (350)	\$430.00	
Lit and PR Folders (350)	\$400.00	
Table Supplies		\$20.00
Total Project Estimated Expenses		\$1,605.00