

PAT'S PLACE

SUMMARY

The pandemic kept Pat's Place, Charlotte's only child advocacy center, from fundraising through in-person events. Instead, the nonprofit launched its first public awareness campaign — "Everyday Heroes" — with the goal of educating about the role of Pat's Place in the community, and child abuse prevention.

CHALLENGE

Child abuse is not a topic most allow themselves to think about. It's much easier to just pretend it's not there. That was exacerbated because of COVID-19. Because of quarantining and lack of gathering, many children didn't have access to safe adults outside of the home who they could turn to for help.

INVOLVEMENT/SOLUTION

RSC created a schedule for topical media outreach and used it as a framework to inform a complementary social media, visual and advertising content plan. Among the tactics we used to engage the community online:

- Campaign visual branding and collateral, including a Start the Conversation guide, Pat's Place FAQs, Everyday Heroes social media toolkit and more.
- Conceptualized a series of videos. Among those featured were actual Everyday Heroes: police officers, social workers, foster parents and donors. The videos were used across digital platforms during the campaign to educate the public.

RESULT

- March-May 2021, forensic interviewing at Pat's Place increased by 37 percent.
- Pat's Place garnered more than 134,000 impressions, more than 5,500 engagements and 142 new followers on its social media channels organically; paid social added an additional 38,000 impressions.
- Uptown Charlotte office buildings were lit in PPCAC colors on June 8, and promoted in advance on social media.
- Paid advertising included digital billboards, resulting in about 539,000 impressions.
- RSC bested Atrium Health (among others) to win a Crown Award for Integrated Communications from the Public Relations Society of America - Charlotte.
- Pat's Place Child Advocacy Center was named a "Charlottean of the Year" by Charlotte Magazine.

