**Public Relations Worksheet**

1. Copy and paste your brand values and brand character from your Brand Worksheet. (You can click here to review the Brand Management article and get the worksheet.)

My brand’s values are:

My brand’s character is:

1. Do some research:

* Visit Charity Village online. [http://charityvillage.com/]
* Google “non-profits in my area.”
* Do a survey of your staff to see where they volunteer or donate.
* Talk to service clubs in your area, like Rotary, to find out how you might help them.
* Look into community foundations and local volunteer job-boards.
* Search for events that occurred in the past year – tourism sites can be helpful.
* Review your own policies on environmental and social responsibility.
* Read local newspapers for articles about community needs.

3. Generate and assess ideas:

* List your ideas.
* Find established organizations that you could help, and research them carefully.
* Assess the idea’s alignment with your brand values and character.

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| **Idea** | **Organization** | **Alignment** |
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|  |  | *Tab here to create more rows* |