

Voluntary Sector – case study



Kisharon

Kisharon specialises in caring for and educating Jewish children and adults with learning disabilities. Over the past 2 years, The PR Office has worked with Kisharon to raise its profile; to facilitate the identification and securing of potential donors as well as the potential increase in the number of individuals using Kisharon’s services.

The PR Office has successfully secured media coverage for Kisharon events and has also received very positive coverage in the national press with a recent feature in the Guardian Education supplement demonstrating how Kisharon provides suitable employment opportunities to young people with learning disabilities.

Direct public relations also play a major part in our work. We have organised a number of breakfast tours which offer firsthand experience of all of Kisharon’s services and have shown the visitors just how vital the continuation of the services is for the community. This has secured a high-profile group of Kisharon Ambassadors who have identified ways in which they can support Kisharon and encourage others to do so as well.

The PR Office also assists with marketing materials helping with the layout, design and copy for all brochures, fliers and newsletters, The PR Office has worked closely with the Kisharon team and marketing personnel to ensure that all copy communicates effectively the high standard of care provided by the organisation, coupled with the current financial burden.