

Chapter 6 Assignment: Non-Governmental Organization

Public Relation Campaign

Congratulations! The PR firm that you have been working for has been selected to represent a prominent non-governmental organization. Your task is to create a public relations campaign promoting the non-governmental organization and to educate the public about one of its current campaigns.

This assignment is to be done in **groups of 2**. You should choose one of the NGOs that you researched, and prepare the following:

- Catchy Slogan
- Logo
- One of:
 - Commercial or Infomercial Script
 - Brochure
 - Full-Page Newspaper Advertisement
 - Other (check your idea with your teacher)

