

## ABRAHAM LINCOLN CENTRE

### Overview

Abraham Lincoln Centre has been at the heart of the Bronzeville community in Chicago, Illinois since 1882 when it was founded as a settlement house. The center is one of the oldest and most respected social service organizations on the city's near south side.

### Challenge

RPM's primary objective was to help Abraham Lincoln Centre rebuild stability by waging a public relations campaign against a waning reputation and serious credibility issues following a stint of poor management.

### Solution

**Phase I** of the process began with a complete reorganization of the agency & staff and a plan for board development was crafted. We moved from there to brand development, including logo and re-articulation of the mission statement to effectively represent the work of the organization. A comprehensive communications plan was developed along with a strategy for roll-out over the course of two years. Internal communications and training took place and an internal newsletter was developed to keep staff in the loop and involved in the change process.

Open Houses were held along with community meetings at off-site program facilities to rebuild trust. The "new" agency and its transition team were introduced and made available to respond to questions from constituents and media. An external audit was conducted & the books were reorganized. A new policy of transparency was then implemented and announced.

**During Phase II** internal and external surveys were conducted with staff and clients to develop and standardize nomenclature for each of the agency's programs and to create materials for each that would appeal to appropriate target audiences. Components were designed to facilitate flexible applications for proposals,

special events, brochures and other public relations outreach campaigns. These components were templated and put on the agency's servers so that they could easily revise/create collateral materials that met brand and publication standards. This effectively saved thousands of dollars that were previously spent by program directors who independently created collateral for their programs. It also standardized the look and feel of communications.

A community education campaign was developed to apprise prospective and existing clients and supporters of ALC's offerings.

