

# WWPR SEEKS APPLICATIONS FOR NEW PRO BONO CLIENT

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## ***WWPR Pro Bono Committee to Provide Communications Counsel and Support to Qualified Local Nonprofit Organization Serving Women or Children***

*Washington, DC – June 20, 2017* – Washington Women in Public Relations (WWPR) today announced that the professional organization is actively seeking a new pro bono client for a two-year term commencing in January 2018. Nonprofit organizations serving women and/or children in the Washington, D.C., metropolitan area are invited to apply to work with [WWPR's Pro Bono Committee](#), which has provided public relations support and strategy to local organizations since its formation in 1992.

As part of a 350-member strong organization dedicated to serving women in the public relations and communications fields, WWPR's Pro Bono Committee is exclusively focused on helping its client achieve and amplify the impact of its key communications objectives during the two-year term. The scope of services varies depending on an organization's needs, and may include strategic planning, branding, messaging, media training, media outreach and monitoring, event planning, digital communication and/or website support, social media engagement, or other communications related services.

Applications must be received no later than 12 a.m. ET on August 7. Please note that the deadline has been extended to August 7 from July 31 to allow interested applicants more time to submit the required materials. Organizations interested in applying for this program must demonstrate the following:

- A mission dedicated to serving women and/or families in the Metro D.C. area
- 501(c) 3 status
- At least 24 months in operation prior to submitting nomination
- A dedicated point person to serve as liaison with WWPR Pro Bono Committee

Completed applications may be submitted to [probono@wwpr.org](mailto:probono@wwpr.org).

"The pro bono services offered by WWPR were extremely valuable to Bright Beginnings. WWPR provided guidance, when drafting communications and marketing literature, revamping a press list, or sending media alerts," said Dr. Marla M. Dean, Executive Director/CEO of Bright Beginnings, Inc, the current Pro Bono client for WWPR. "The partnership also allowed the communications staff at BBI to network with PR professionals in the field and strategize unique methods to create awareness and craft messaging. Through the partnership, BBI acquired multiple interviews and press coverage, digital media campaigns and developed a sophisticated editorial calendar. The partnership provided an opportunity for BBI's communications team to develop critical skills in addition to feeling supported by a network of professionals who can contribute a variety of services. In a day and age where nonprofits must stand out using top notch communications and marketing, the WWPR pro bono program is a vital resource."

"As a group of dedicated public relations professionals, it has been an honor for WWPR to help tell the story of Bright Beginnings' successful work over the past several years. Throughout our time spent working with Bright Beginnings to achieve media coverage, design digital campaigns, and provide other communications support, we have been truly inspired by their service to local families in need," said WWPR 2017 President Kelly Mack. "We know we will continue to see good things from Bright Beginnings as we look forward to developing a meaningful relationship with a new pro

bono client in the coming year--one that shares WWPR's commitment to supporting women and children in our community."

Following an application review and interview process, WWPR will announce a new pro bono client in January 2018. For more information about WWPR, please visit [www.wwpr.org](http://www.wwpr.org). Specific questions about the application process and the Pro Bono Committee may be directed to committee co-chairs Bonnie Piper and Amanda Ott at [probono@wwpr.org](mailto:probono@wwpr.org).

### **About Washington Women in Public Relations**

Washington Women in Public Relations (WWPR) is a member-based professional society cultivating and inspiring female communicators to reach their full potential in the D.C. market and beyond. The organization is committed to providing leadership opportunities, professional development, mentorship, and industry networking. Find out more at [www.wwpr.org](http://www.wwpr.org), "Like" us on [Facebook.com/WashingtonWomeninPR](https://www.facebook.com/WashingtonWomeninPR), join our group on [LinkedIn](#), and follow us on Twitter @WWPR and Instagram @WWPRDC.