

Communications + Public Relations
Foundation (C+PRF)

Sales Aids

- marketing brochure to tell the C+PRF story
- explain who the Foundation is and what it does
- profile accomplishments to date, current endeavours and plans for the future
- address accountability and guidance from nation-wide Board
- call to action for funding support

Communications + Public Relations Foundation

The goal of the Communications + Public Relations Foundation (C+PRF) is to increase public knowledge and awareness of the role played by communications and public relations. The Foundation provides support for research, scholarships, awards, lectures, symposia and publishing to advance the profession.

To achieve this, the Foundation needs a communication piece to tell their story, and help raise funds.

Electra contributes print design experience, cost-saving production practices, and attention to detail, delivering a brochure that serves the Foundation well.

