

All Points Public Relations Launches Fourth Annual PPro Community Project to Benefit Chicago Area Nonprofits



Nonprofits in Chicagoland ready to rally their communities should pay attention.

A national PR firm with deep Chicago area ties is welcoming Windy City philanthropic organizations the opportunity to fuel fundraising, invigorate volunteer support and spark areawide awareness - and it won't cost them a thing.

All Points Public Relations, a Chicago area-based PR firm, announced today that it is awarding a public relations campaign to a deserving local nonprofit. The award-winning agency is hosting its fourth annual All Points Public Relations PPro Community Project, an initiative that awards one Chicago area nonprofit organization with three months of pro bono integrated PR support.

Nonprofit organizations interested in the 2022 All Points PPro Community Project can submit an application at <https://bit.ly/APPRprocommunityproject>. Submissions will be accepted until Wednesday, Aug. 31, and the winner will be announced through All Points' social media channels, as well as contacted directly via email by Friday, Sept. 16.

Reflecting a core pillar of the company's values to give back to the area where it lives and works, the annual contest invites organizations in need of a strategic PR campaign, and the planning that goes into it, to apply for the agency's comprehensive campaign support. From Aug. 1 to 31, Chicagoland-based nonprofits can complete the application, which serves as an open invitation to share why and how an organization could benefit from the donated services to be provided - publicity, social media, graphic design, email marketing and website copywriting. All Points Public Relations will evaluate entries based on the anticipated positive impact of the integrated public relations services awarded, relative to awareness, membership/volunteerism and fundraising.

"When we started PPro Community Project, we knew it was the right thing to do given the difference we can make in the Chicago area. But, now, with three of the donated campaigns behind us, we can see that the impact means so much to the organizations we've been able to work with over the years," said Lauren Izaks, COO of All Points Public Relations, who co-owns the firm with Jamie Izaks, her husband and the president of the company. "Philanthropy is embedded into our DNA. Throughout the year our Positive Impact program results in the agency giving time and financial resources to some of Chicago's most meaningful charities. PPro Community Project is the end-of-the-year agencywide effort that cements just how much we care about the city and the suburbs of Chicago."

Deerfield natives, the Izaks launched All Points Public Relations in August of 2011, in pursuit of their own entrepreneurial dream, using the power of integrated campaigns to help franchise brands achieve their strategic goals. The agency's expertise in the well-defined franchising niche comes from 20-plus years of work in the industry with brands that vary from well-known, national concepts to emerging franchise systems and innovative start-ups.

Using the full complement of team members and integrated expertise to its advantage for the annual PPro Community Project, All Points Public Relations looks to provide one nonprofit organization with pro bono services for the remainder of 2022, October through December. Services may include: Media relations (press release development, media outreach); graphic design (flyer/brochure creation); social media (copy and creative design); and content marketing (email, website and blog copy and design).

In years past, All Points Public Relations PPro Community Project partners included Culinary Care, Kidz Express and Erika's Lighthouse.

For 2022 All Points PPro Community Project rules, terms and conditions, please visit <https://bit.ly/APPRprocommunityproject>.