



Empower Parkinson, Inc.

Public Relations Campaign
Presented by PRL 425: "PR Cases & Campaigns"

S. I. Newhouse School of Public Communications
Syracuse University
April 25, 2023



Meet the Team

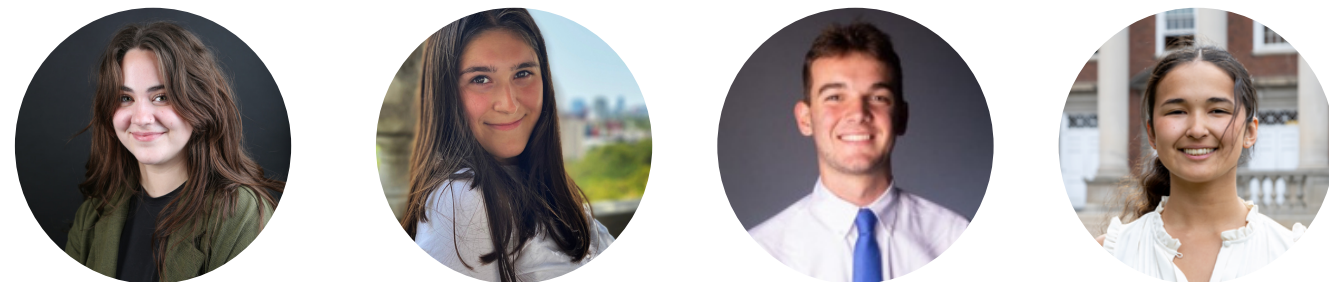
Fundraising



Events



Media Relations



Website & Social



SWOT Analysis

Strengths

- Clear Vision
- Passionate Team and Founder
- Library of Unreleased Videos

Opportunities

- Partner with Local Businesses
- Increase Brand Awareness
- Capitalize on SU Fundraising

Weaknesses

- Lack of Budget
- Lack of Digital Collateral
- Lack of Doctor Recognition

Threats

- Other Nonprofits in Central New York

Target Audiences

- Doctors
- Medical Professionals
- Pharmaceutical Representative
- Veterans
- Veteran Organizations
- People with Parkinson's Disease
- Friends and Family of Parkinson's Disease Patients
- Local Community
- Local Donors
- Politicians
- Print/Online Journalists
- Broadcast Journalists
- Student Reporters

Campaign Approach: Four Elements to Raise Awareness

1. Fundraising

2. Events

3. Storytelling & Media Relations

4. Social Media & Website

Fundraising

Main Goal:

- Increase brand recognition of Empower Parkinson, Inc. among CNY's medical community

Main Objective:

- Increase the number of clients with Parkinson's who have been referred by doctors by 5% by December 2023

Strategies:

- Create a database of doctor contacts in and around the CNY area
- Host a wellness day at the facility and invite local doctors and pharmaceutical sales representatives during Parkinson's Awareness Month in April

Tactics:

- Promote wellness day by sending emails to members, doctors and pharmaceutical sales representatives and posting details on their social channels

Spec Creative

Our Classes

(Gym and Zoom Options)

- **Boxing Fitness**
- **Pedaling for Parkinson's**
- **Support Groups**
- **Yoga**
- **Nutrition**
- **Big for Life**
- **Education**
- **Tai Chi**



For More Info:

Address: 604 Old Liverpool Rd, Liverpool, NY 13088
Phone: +1-315-729-7178
Website: <https://empowerparkinson.org>
Email: empowerparkinson@gmail.com



WHAT IS PARKINSON'S DISEASE?

What Empower Parkinson and Rock Steady Boxing Are Doing to Help!

Meet Some of the Instructors

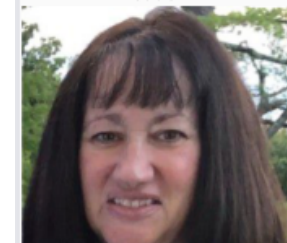


Patrick VanBeveren, a physical therapist since 1972, is a certified RSB coach and is serving as Executive Director of Empower Parkinson, Inc.

Gabe Yankowitz has been a physical therapist in Central New York for 37 years, specializing in orthopedic treatment and rehabilitation. He is a board-certified Clinical Specialist in Orthopedic Physical Therapy and a RSB coach.



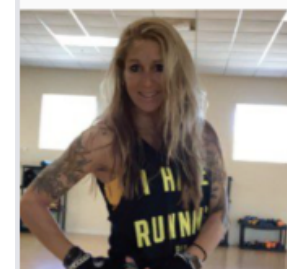
Angela was diagnosed with Parkinson's in November of 2015. In September of 2018 Angela became a Certified Rock Steady Boxing Coach. This January (2020) she became a SCW Certified Personal Trainer.



Liz is a physical therapist who specializes in working with individuals with neurological conditions and problems with balance and dizziness. She is certified in the LSVT Big and Big for life programs.



Kat has been involved in fitness, nutrition, and wellness for the past 25 years. She is honored and excited to share some knowledge with the wonderful people at Rock Steady Boxing.



Our Story

Empower Parkinson, Inc., a 501(c)3 Charitable Organization, began in February of 2017 as Rock Steady Boxing. Empower Parkinson, Inc. was officially formed in April 2019.

We offer fifty plus classes per month, an Annual Educational Conference and social programs. Our programs are supported by the medical literature and include physical, educational, social and supportive programming.

Our mission is to provide a holistic program of wellness and prevention empowering people with Parkinson disease to "fight back", to maintain their functional abilities and to age well.

We are joined in this fight by ten coaches/instructors, a cadre of over 20 volunteers, local PD researchers and an active and engaged Board of Directors.

We are committed to offering opportunities to people with Parkinson's disease so that not one of them, their family and care partners fight this disease alone.

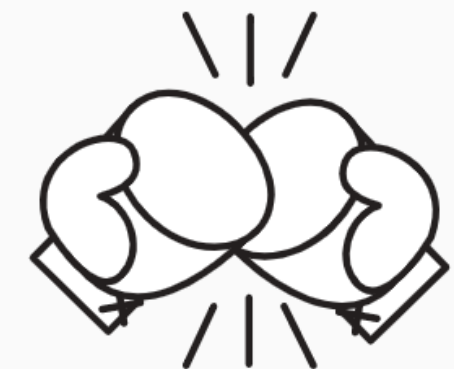
Rock Steady Boxing is a non-contact boxing fitness program that addresses many of the issues associated with PD including strength, balance, agility, speed of movement, endurance, cognitive function, eye-hand coordination, and even breath expiration and voice volume.

Our programs address individual issues: Yoga - flexibility and balance; Tai Chi - balance and movement control; BIG for LIFE - movement, strength, balance, voice modulation; Pedaling for Parkinson's- stamina and strength; and Nutrition classes - overall health and wellness.

Other programs address emotional support and attitude, cognition, and education about PD.

How to Join

Please visit our website, www.empowerparkinson.org and click on our resources tab to download the membership form. There, you can fill out and return the form to your nearest Rock Steady Boxing location!



Events

Main Goal:

- Increase membership and awareness of EPI among stakeholders through the creation of fundraising events

Main Objective:

- Connect with at least 15 new local community members and ensure their attendance at EPI events by December 2023

Strategies:

- Promote EPI events to the organizations/groups to develop personal relationships
- Coordinate with multiple minority-owned organizations to inform them about EPI programs and services
- Promote gear/merchandise to at least one business

Tactics:

- Print 50 T-Shirts to be shared with businesses
- Post flyers around the Syracuse community, including in local businesses

Spec Creative

Teach-in Email Graphic

Empower PARKINSON, INC. **ROCK STEADY BOXING SYRACUSE**

SIX BENEFITS TO SERVICES AT
Empower Parkinson's Inc.

- Boxing:** Helps with balance, coordination, motor control, strength, power, endurance, flexibility, voice modulation, hand-eye coordination and agility.
- Pedaling:** A Cleveland Clinic study reported a 35 percent reduction in symptoms by the simple act of pedaling a bicycle at a rapid pace.
- Yoga:** Promotes balance, improves motor control, eases stress and anxiety and improves cognitive function.
- Nutrition:** Eating the right food will optimize your medications, keep your bones strong, fight constipation and weight loss and maintain general health.
- Tai Chi:** Emphasizes specific movement patterns and controlled weight-shifting sequences to improve both static and dynamic balance.
- BIG for LIFE:** Helps to improve walking, self-care and other tasks by helping people to "re-calibrate" their movement to produce bigger/precise motions when needed

For more statistics on our services & their benefits, visit empowerparkinson.org

Infographic to Distribute at Events

Empower PARKINSON, INC. **ROCK STEADY BOXING SYRACUSE** APR. 2023

INTERESTED IN COLLABORATING WITH US?
Join Us to Host a Teach-In
we're so glad you're here!

How to Join Us:

If you're receiving this email, Empower Parkinson, Inc. would love an opportunity to collaborate with your organization for a teach-in session that'll combine our missions and allow the general to gain awareness of our organizations. Please email us back if interested in collaborating for this prospective event!

Empower Parkinson, Inc. is a 501(c)3 Charitable Organization, that began in February of 2017 as Rock Steady Boxing. Our mission is to provide a holistic program of wellness and prevention empowering people with Parkinson's disease to "fight back," to maintain their functional abilities and to age well.

Contact Information:

MARLENE REINMANN, EVENTS AND OUTREACH COORDINATOR

For any further collaboration inquiries, please contact our Events & Outreach Coordinator, Marlene Reinmann at empowerparkinson@yahoo.com.

Storytelling/Media Relations

Main Goal:

- Increase awareness of Empower Parkinson, Inc. among reporters, print journalists and Veterans Affairs in CNY

Main Objective:

- Increase news coverage of Empower Parkinson, Inc. + Rock Steady Boxing

Strategies:

- Establish relationships with media professionals
- Find three members willing to tell their story and experience with Empower Parkinson, Inc. to pitch a story to journalists
- Create a pamphlet for distribution at the VA

Tactics:

- Personally invite media professionals to events EPI hosts throughout the year
- Newsjacking Parkinson's Awareness Month
- Graphic design for the creation of pamphlets

Spec Creative



Conceive. Believe.
Achieve.

A Central New York-based nonprofit committed to supporting Parkinson's patients through physical, educational, social and supportive programming.

Every six minutes someone in the United States is diagnosed with Parkinson's disease

Our classes

- Boxing Fitness
- Pedaling for Parkinson's
- Support Groups
- Yoga
- Nutrition
- Big for Life
- Education
- Tai Chi

Our mission is to provide a holistic program of wellness and prevention empowering people with Parkinson's disease to "fight back," to maintain their functional abilities and to age well.

The U.S. Department of Veteran Affairs provides specialized care to more than 110,000 veterans.

Get empowered today.



315-729-7178

Rock Steady Boxing
Pacific Health Club
604 Old Liverpool Road
Liverpool, NY 1300-

Fight Parkinson's

Empower Parkinson, Inc.

No one fights alone.



Empower Parkinson

Empower Parkinson, Inc., a 501(c)3 Charitable Organization, began in February of 2017 as Rock Steady Boxing.

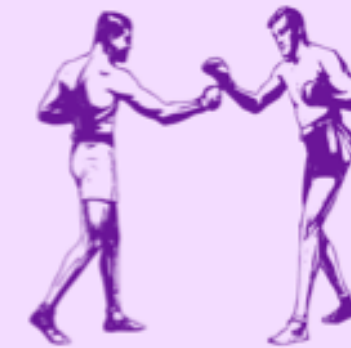
We are joined in this fight by ten coaches/instructors, a cadre of over 20 volunteers, local PD researchers and an active and engaged Board of Directors.

We are committed to offering opportunities to people with Parkinson's disease so that not one of them, their family and care partners fight this disease alone.

Our classes

- Boxing Fitness
- Pedaling for Parkinson's
- Support Groups
- Yoga
- Nutrition
- Big for Life
- Education
- Tai Chi

Our programs are supported by the medical literature and include physical, educational, social and supportive programming.



Exercise is one of the most powerful treatments for Parkinson's disease.

Rock Steady Boxing

Rock Steady Boxing Syracuse is our cornerstone program and is one of over 900 Rock Steady gyms worldwide that have a proven track record of improving function and in slowing the progression of the disease in people with PD.

Rock Steady Boxing is a non-contact boxing fitness program that addresses many of the issues associated with PD including strength, balance, agility, speed of movement, endurance, cognitive function, eye-hand coordination, and

The VA assists veterans with PD through state-of-the-art clinical care, education, research, and national outreach and advocacy.

No one fights alone.



empowerparkinson@gmail.com

Rock Steady Boxing
Pacific Health Club

Social Media & Website

Main Goal:

- Increase EPI's visibility/recognition in CNY through social media and online platforms

Main Objective:

- Increase the number of Parkinson's patients and/or their caregivers in CNY that learn about Empower Parkinson, Inc.'s services through social media and website

Strategies:

- Get five to seven Empower Parkinson, Inc. members and/or Board of Directors members to volunteer for media coverage
- Implement Empower Parkinson, Inc.'s mission and vision on the website and social media platforms
- Implement personal stories of members on social media

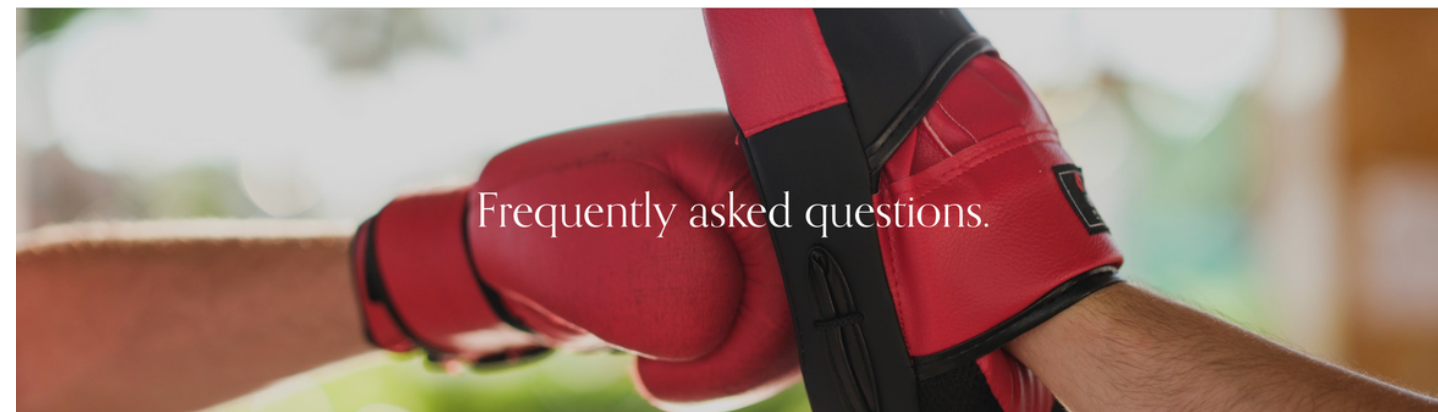
Tactics:

- Launch #MyEPIcStory: A social media campaign to tell stories about Parkinson's patients and their journeys and promote on news channels
- Call to action: Use professional videos in interviews and media coverage

Spec Creative

Website Mockup

Health Care FAQ Page

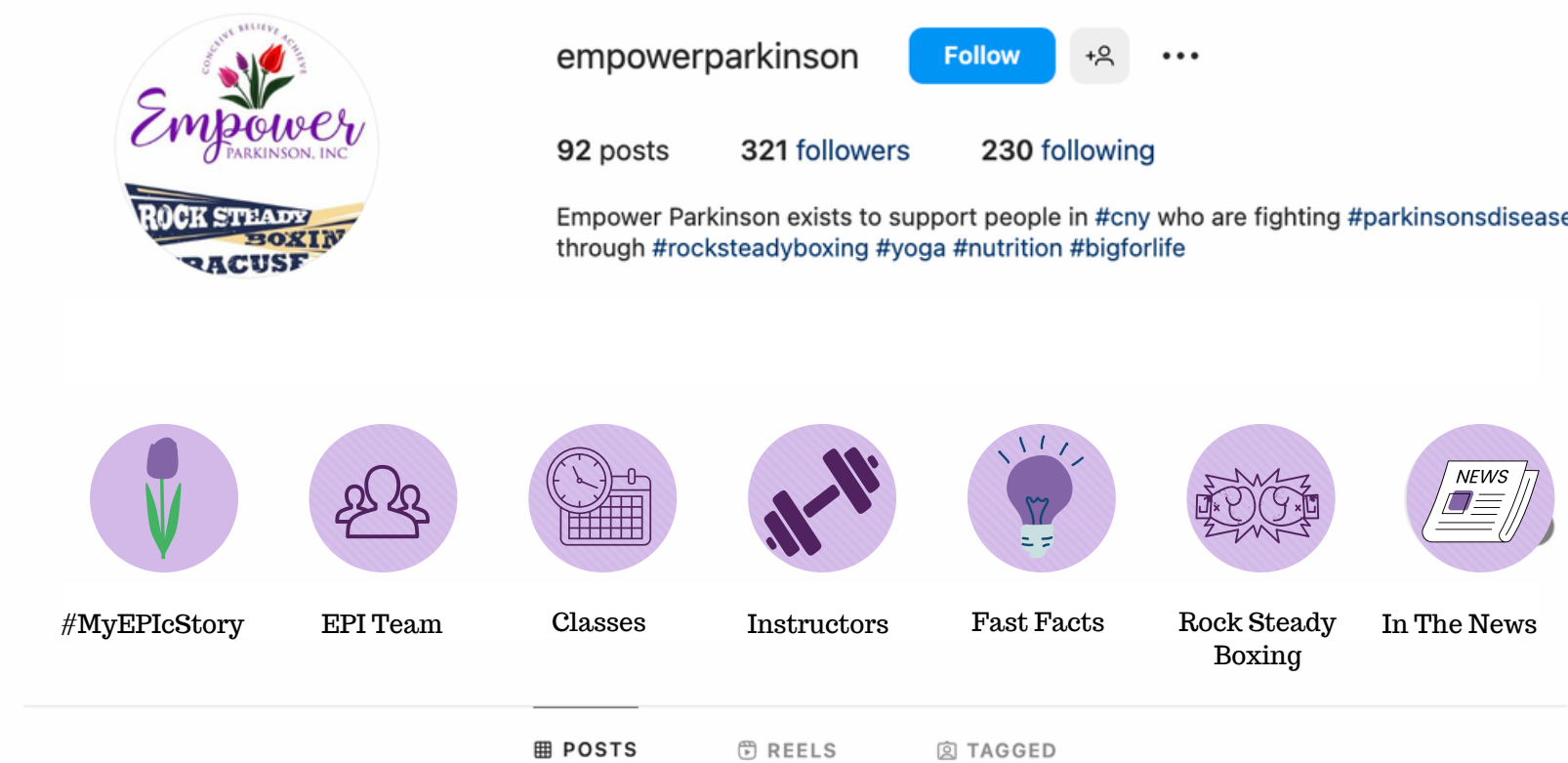


Healthcare questions? Healthcare questions? Healthcare questions? Healthcare questions? Healthcare questions? Healthcare questions?

What is Parkinson's Disease and what are the most effective treatments?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt

Instagram Mockup



#MyEPIcStory



Thank you!