

PRWEEK

FVPF Enlists Barkley PR Marc Longpre, Dec 12, 2006

SAN FRANCISCO: The Family Violence Prevention Fund (FVPF), an organization that works to end domestic violence, has selected Barkley Public Relations to develop a national cause marketing program.

This is the first time FVPF has worked with an agency on a national campaign, said Rachael Smith, director of development for the organization.

"We are at a point in our development when we're moving into a more public phase of our work," she added. "Our primary objectives are to raise awareness, increase the public's involvement, and to raise money."

Smith said the group needed a firm with cause marketing experience to tie together strategy, planning, research, media relations, promotions, and identifying corporate partners into one seamless effort. She added that Barkley's work on Lee Denim Day, a campaign to fight breast cancer, caught FVPF's attention.

Barkley has already begun work, and Smith said the first phase is set to launch around Mother's Day.