



HABITAT FOR HUMANITY SUSQUEHANNA
PUBLIC RELATIONS CASE STUDY

JIGSAW

MARKETING SOLUTIONS



“The return on investment of hiring JigSaw Marketing Solutions is immeasurable, and continues to grow. Working with many firms like this over the years, I can say that JigSaw not only has our mission and our best interests at heart, but they are the most professional public relations experts I have encountered.”

-Caroline Adolph,
Development Director, Habitat
for Humanity Susquehanna

HABITAT FOR HUMANITY SUSQUEHANNA BUILD BLITZ

Habitat for Humanity Susquehanna partnered with Lennar to build two homes in five days on the 500 block of 1st Street in Aberdeen, Maryland as part of Habitat for Humanity’s Home Builders Blitz 2014. Contractors, subcontractors and volunteers worked around the clock throughout the week to complete construction of two homes for two pre-selected families. Both families were first-time homeowners and received the keys to their new home in a dedication ceremony on Friday, June 6, 2014.

JigSaw’s Assignment

To search, identify and track local media opportunities to promote Habitat for Humanity Susquehanna’s mission, build awareness of the project within the community and highlight the organization’s dedicated Blitz Build partner, Lennar.

Strategy + Tactics

JigSaw developed and implemented a comprehensive public relations plan to help identify key potential media outlets to cover the Habitat for Humanity Susquehanna Blitz Build, including print, television and online. Specific tactics included:

Media Pitch

JigSaw created and distributed a media pitch announcing the details of the Habitat for Humanity Susquehanna Blitz Build to a select group of media contacts with the goal of obtaining a feature article or news coverage/interview about the event. The media pitch included:

- o Event details
- o Suggested story idea
- o Why the story was timely and relevant for the media to cover
- o Who the media could contact for an interview, including Habitat for Humanity of Susquehanna executive director, new homeowners and Lennar representatives

Initial Press Release

JigSaw created and distributed a press release announcing the details of the Blitz Build event, including:

- o Date and location of the event
- o Introduction to the first selected family to receive keys to their new home at the end of the build
- o Spotlight on Habitat for Humanity Susquehanna’s Blitz Build partner, Lennar and quote from the company’s president
- o Links to website, social media etc.

Media Outreach

- o JigSaw identified key print, radio, social and television media outlets and personalities and reached out to them via direct email and phone contact to invite them to attend/cover the event



Media Advisory

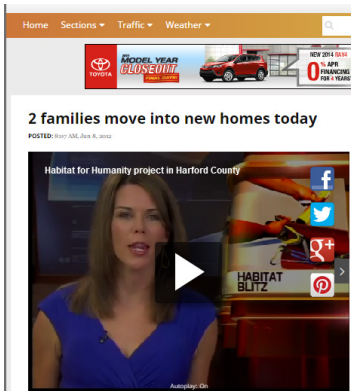
- o JigSaw created and distributed a media advisory inviting the media to attend the live event and alerting them to video and photo opportunities

Post-Event Press Release

- o Announce that the Blitz Build has been successfully completed in the five days
- o Announce the two homeowners who received keys to their new homes
- o Identify key local representatives that attended the dedication ceremony, the conclusion to the build
- o Include a link to a time-lapse video of the build in case the media was unable to attend but wanted to see the process

Results

JigSaw's proven approach delivered successful results across media outlets, including:



TV

[FOX 45 On-Site Coverage with Reporter Rick Boone](#)

[ABC2 News](#)

[Comcast Newsmakers](#)

Print

[The Aegis - build](#)

[Cecil Whig](#)

[The Aegis - dedication](#)

Online

[Bel Air News & Views Blog](#)

[CityBizList Baltimore](#)

[The Dagger - 1](#)

[The Dagger - 2](#)

[HarfordNeighbors.net](#)

[Harford County Living News Blog](#)

[Bel Air Patch](#)

[Baltimore Fishbowl](#)