

## RLF Communications / The International Civil Rights Center & Museum

### Challenge

The International Civil Rights Center & Museum in Greensboro, N.C., one of only two in situ museums in the United States, wanted to establish credibility and visibility surrounding its opening date of Feb. 1, 2010. RLF Communications was engaged to generate awareness for the Museum, execute a historic grand opening, expand the Museum's online reach, and launch and support the Museum's grassroots fundraising arm, the 1960 Society.

### Strategy and Action

RLF launched a national media outreach campaign targeting all segments of mainstream media leading up to the Museum's grand opening. Media tours were conducted in New York, Philadelphia and Washington, D.C., while an emotional public service announcement campaign spanned print, outdoor and broadcast media. An overhaul of the Museum's website provided engaging design and content, while an advertising campaign was created to support the Museum's grassroots fundraising efforts.

### Results

In six months, the launch campaign generated 192 million media impressions worth \$3.4 million, increased website traffic by 276 percent, spurred sold out Museum tours and doubled the fundraising goal. Media coverage was seen in outlets such as USA Today, The New York Times, the Associated Press and CNN. Public service announcements were distributed to more than 150 broadcast affiliates and national cable outlets. And RLF helped the Museum raise \$750,000 for its fundraising grassroots campaign.



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