This project takes a professional approach to aspects of what would be entailed utilizing practices found best suited to the ideals of two theories that work together in the Not-for-profit field. Stakeholder theory and relationship management are two commonly used theories that are usually held separate with companies that fail to recognize the relationships that exist outside the walls of their own organizations.

Not-for-profit organizations are also a bit more of a challenge when dealing with budget constraints and largely volunteer only based workers. This project spearheads what it would take to launch a public relations campaign that is steeped in these two theories to help outreach, client image, and brand recognition within the community.