

Community Relations

Community relations refers to the various methods companies use to establish and maintain a mutually beneficial relationship with the communities in which they operate. The underlying principal of community relations is that when a company accepts its civic responsibility and takes an active interest in the well-being of its community, then it gains a number of long-term benefits in terms of community support, loyalty, and good will. Community involvement builds public image and employee morale, and fosters a sense of teamwork that is essential in long-term success.

Examples of Community Relations Activities:

- Partner with other groups such as NAMI, Mental Health America, etc.
- Providing counseling to community members when a disaster occurs
- Host a blood drive for the community
- Participate in things like Green Ribbon for Children's Mental Health Awareness Week
- Making offices or other facilities available to community organizations
- Supporting local charity drives
- Rewarding volunteers
- Holiday greeting card contest
- Participating in local parades
- Media tours
- Setting up a speaker's bureau that will speak to area groups or at conferences
- Distributing a newsletter around the community
- Taking informational materials or brochures about mental health and your organization to groups such as area Probate Judges, County Commissioners, Hospitals, etc.
- Hosting special events such as
 - Art Shows
 - Open Houses
 - Holiday Festivities
 - Special Olympics local competitions

Whichever types of community relations activities/programs are used, it is important to keep the media informed about your organization's activities.