

A Primer On:

The Power of PSAs for Nonprofits



We are a nonprofit working at the intersection of
information access, media, and design
to amplify essential community messages.

CLEARINGHOUSE CONTENT: DIVERSITY OF MESSAGES

LOCAL VOTING INFO

Vote By Mail, Ballot Measures, Important Dates

NYC DROP OFF ABSENTEE BALLOTS
on or before **JUNE 24, 2025**

Includes a graphic of a ballot box and a ballot.

CREATE A VOTING PLAN!

KEY DATES:
PRIMARY ELECTION: June 14 - 22 & June 24
Register by June 14th
GENERAL ELECTION: Oct. 25 - Nov. 2 & Nov. 4
Register by October 25th

Includes a QR code and a woman holding a sign that says "OUR VOICE IS OUR POWER!".

FLIP YOUR BALLOT TO VOTE ON PROP 1

Includes a woman holding a sign that says "NYC - Flip Your Ballot".

DIVERSE GROUPS

LGBTQ+, Women, Immigrants

"I'D LIKE TO SEE THE GAY REVOLUTION GET STARTED"

Cast your ballot with pride in the NYC mayoral election!

Includes a woman in a rainbow dress holding a torch.

Sign up, Show up!

Local elections impact your family, your community, and your future. Register by June 14 to vote in the June 24 primary.

Includes a woman with her arms crossed.

JUNE 2025 PRIMARY ELECTION

Election Day: Tuesday, June 24
Early Voting: June 14 - June 22

Includes a QR code and a woman's portrait.

MULTI-LINGUAL

Language Access, Immigrant Communities

VOTE POR RESPETO & DIGNIDAD

VOTACIÓN ANTICIPADA: SÁBADO 14 DE JUNIO - DOMINGO 22 DE JUNIO
DÍA DE ELECCIONES: MARTES 24 DE JUNIO

Includes a woman at a voting station.

VOTA VOT 投票

VOTE JUNE 2025

Rank up to five candidates!

Includes a woman holding a ballot.

VOTACIÓN POR ORDEN DE PREFERENCIA

Ordena hasta 5 candidatos por orden de preferencia en las primarias municipales de Nueva York.

Includes a ballot with a pencil.

IMPORTANCE OF VOTING

What It Means to Vote, Why

A Better New York with Rank Choice Voting

This June, New York City's election gives people more voice and more choice, so every vote counts.

Includes a group of diverse people.

1 VOTER + 2 FRIENDS = 3X THE IMPACT

DEMOCRACY IS A TEAM SPORT

Includes a group of people in blue shirts.

VOTING MEANS ENVISIONING A SAFER, HEALTHIER, MORE VIBRANT NYC FOR ALL ITS RESIDENTS.

VOTE FOR YOUR VISION IN THE MAYORAL PRIMARIES ON JUNE 24.

Includes a woman at a podium and thought bubbles.

OUTREACH + DISTRIBUTION

SOCIAL MEDIA

Posts cross Instagram + LinkedIn, showcasing nonprofit submissions and encouraging viewers to visit, use, and submit a PSA to the Clearinghouse.

PSA NETWORK SCREENS

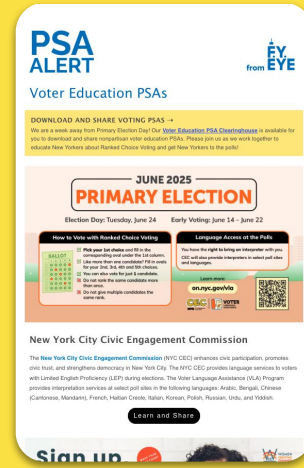
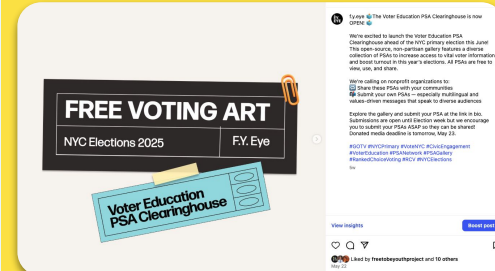
Voting PSAs will be selected and displayed on digital screens located in nonprofit centers across the five boroughs.

EMAIL NEWSLETTERS

The Clearinghouse will be shared in F.Y. Eye newsletters and partner newsletters (Human Services Council, Nonprofit New York, City Parks Foundation, NYLCVEF, THE CITY)

DONATED and OOH MEDIA

Voting PSAs will be featured in OOH media placements and local events across the city.



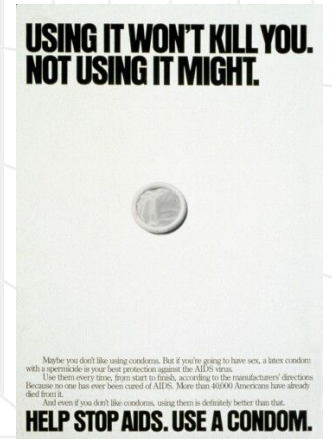
WHAT IS A PSA?

A Public Service Announcement (PSA) is a message created to inform the public about an important issue. PSAs aim to raise awareness and encourage action for the common good.

Purpose: PSAs address public interest resources, programs, or messages such as public health, public safety, education, culture, family services, support for vulnerable groups, or public education on laws.

Accessibility: PSAs are shared through various media channels—like billboards, radio, social media, and print—making them widely accessible.

Call to Action: Effective PSAs include a clear and memorable message urging the audience to take action, whether it's seeking help or changing behavior.



A PSA IS NOT

A Political Campaign: They focus on social issues, not on promoting candidates or parties.

A One-Time Message: Effective PSAs require ongoing efforts and follow-up.

A Fundraising Campaign: They aim to raise awareness, not directly solicit donations.

A Marketing Promotion: They're not solely about promoting an organization's brand or image.

THE ROLE OF A PSA

- ◆ **Amplify Missions** – Boost visibility and drive action for nonprofits.
- ◆ **Reach Target Audiences** – Educate, inform, and inspire individuals and communities.
- ◆ **Shape Public Perception** – Mainstream key issues like homelessness and mental health.
- ◆ **Build Empathy & Support** – Foster understanding and mobilize change.
- ◆ **Cut Through the Noise** – Create meaningful connections in a crowded media space.



CREATING A PSA

BUILD A MAP

DEFINE THE PROBLEM

Clearly describe the primary issue your campaign aims to address.

Homelessness is often misunderstood, leading to limited public support for effective solutions.

VISION OF SUCCESS

Outline what success looks like if the PSA achieves its goals.

A city where homelessness is widely seen as a solvable, systemic issue, with increased support for housing initiatives.

HOW MIGHT WE

Use “How might we...” prompts to map out the journey toward the goal. These prompts will help identify key intervention points.

- How might we increase **empathy** by **changing perceptions** of homelessness?
- How might we **highlight stories** to help people connect with the issue **personally**?
- How might we **inspire the audience** to advocate for housing policies?

MESSAGING

Connect with audiences by highlighting shared values and demonstrating how your organization's work aligns with those principles. Use the VPSA framework to begin developing copy for your content.

VPSA was developed by The Opportunity Agenda

VALUE

Why should your audience care? What values do you share?

PROBLEM

Where are your shared values being violated in the world?

SOLUTION

How do we address the problem to make our values real?

ACTION

What does your audience need to do to support the solution?

DESIGNING A PSA

DESIGN TOOLS + RESOURCES

CANVA

ADOBE EXPRESS

FIGMA

PEXELS/UNSPLASH

KEY CONSIDERATIONS

Trauma-Informed Approach:

- Avoid triggering language or imagery that could retraumatize viewers.
- Focus on hope, resilience, and empowerment.
- Use language that is sensitive and respectful.
- Consider the tone of the voice over and music.

Accessibility:

- Use clear and legible fonts.
- Provide closed captions or subtitles for videos.
- Consider color contrast for viewers with visual impairments.

Cultural Sensitivity:

- Ensure that images and language are culturally appropriate for the target audience.
- Translate into needed languages.
- Avoid stereotypes

WHAT MAKES A GOOD PSA?

- **Keep it brief!**
- Present a clear, truthful message.
- Tell the audience what to do next or provide a resource for additional information.
- Know your target audience.
- Include one, clear action (URL or trackable QR Code)

High quality imagery or solid background allowing room for text.

Supporting text is concise and provides clear context.

Logo should take up about 5% of PSA.



Headline should lead with a fact/statement and be the largest piece, occupying about 20% of the PSA.

Include one, clear action via URL or trackable QR Code

OUTREACH STRATEGIES

DISCOUNTED RATES

Since 2005, F.Y. Eye has been developing strong relationships with major media companies, which we leverage to secure the best rates on any given media buy.

TRADITIONAL

We strategically harness traditional advertising spaces, in key locations to ensure that vital messages reach their intended audiences.

PUBLIC TRANSIT

BILLBOARDS

NEWSPAPERS

SOCIAL MEDIA

GUERRILLA

Unconventional guerilla marketing tactics ignite conversations in unexpected places, unleashing the power of grassroots advertising to captivate audiences and stimulate change.

WHEATPASTE

SIDEWALKS

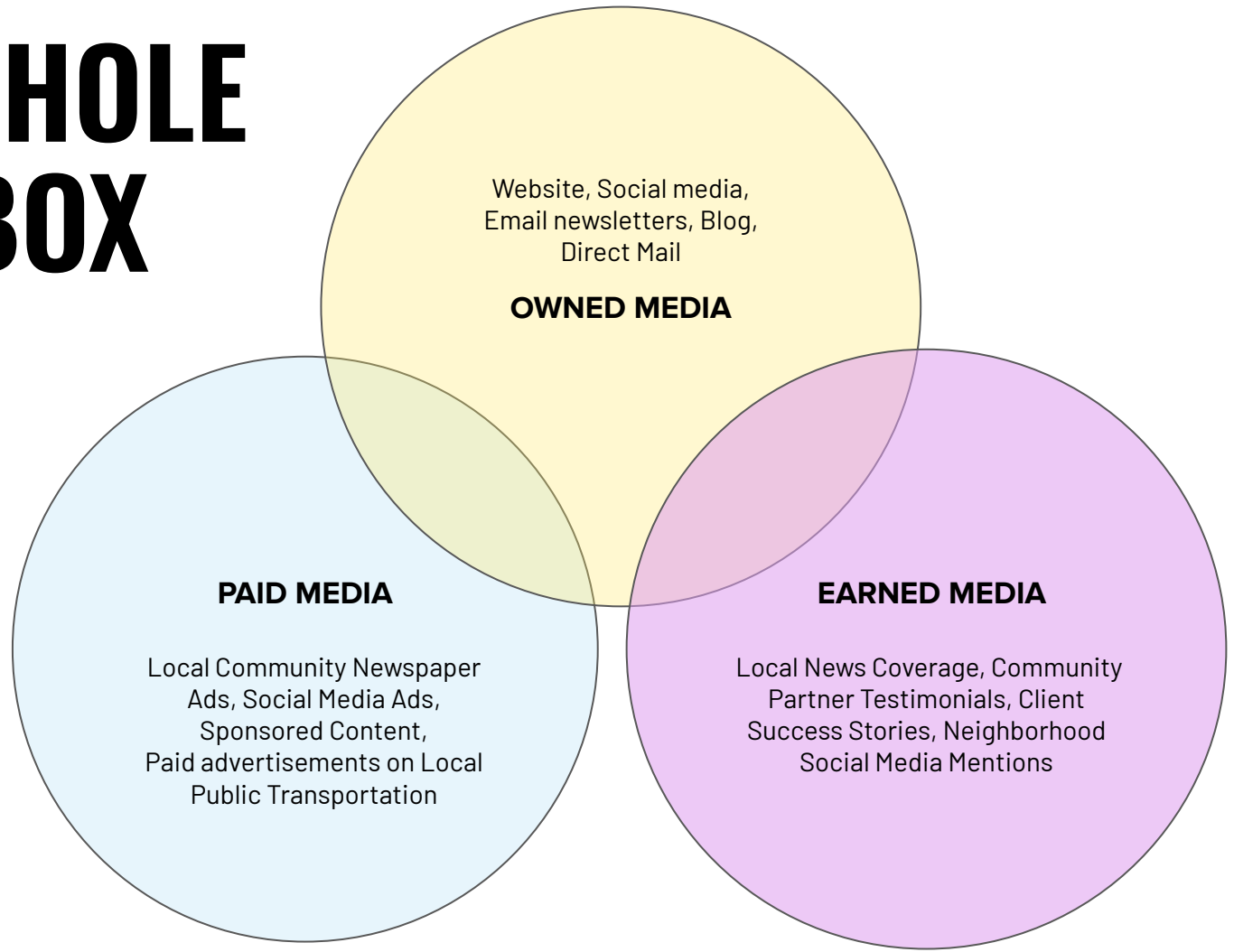
PROJECTIONS

DIGITAL TRUCKS

DONATED

Through generous partnerships and donated media spaces, we extend partner impact whenever and wherever possible. Past donations include NY Magazine, iHeartRadio, Times Square billboards & more.

THE WHOLE TOOLBOX





CONOZCA LAS SEÑALES DEL PELIGRO

La violencia de pareja íntima le puede pasar a cualquiera.

UrbanHealthPlan.org/KnowTheRedFlags



Intimate Partner Violence Can Happen To Anyone.



KNOW THE RED FLAGS

UrbanHealthPlan.org/KnowTheRedFlags

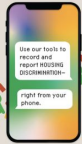


AAFE
@AAFE1974

Together, we can end #HousingDiscrimination. It is illegal for landlords & brokers to refuse renters with vouchers. AAFE partner @WeUnlockNYC provides tools to record + report instances of discrimination. April is Fair Housing Month; let's #MakeVouchersWork

DO BROKERS & LANDLORDS KEEP SAYING "NO" TO YOUR VOUCHER?

WEUNLOCK.NYC
Created with & led by tenants who have been there



UNLOCK NYC

CAMBA You Can Van
@YouCanVan

If you experienced discrimination in your search for housing with vouchers, speak out. @WeUnlockNYC's digital tools to record + report discrimination are created with + led by tenants who've been there. #FairHousingMonth #MakeVouchersWork #HousingDiscrimination

"You don't meet the minimum income requirements."

Use our tools to record and report housing discrimination— right from your phone.

WE UNLOCK NYC

Use our tools to record and report HOUSING DISCRIMINATION— right from your phone.

DO BROKERS & LANDLORDS KEEP SAYING "NO" TO YOUR VOUCHER?

Use our tools to record and report HOUSING DISCRIMINATION— right from your phone.

WE UNLOCK NYC
Created with & led by tenants who have been there



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DO BROKERS & LANDLORDS KEEP SAYING "NO" TO YOUR VOUCHER?



UNLOCK NYC

Are you ready to try something NEW?



TAKING FREEDOM TO THE NEXT LEVEL
WE UNLOCK NYC

It's not just in your head

#MoreThanHotFlashes

irritability
UTIs
low libido

let's talk menopause!
A non-profit national organization changing the conversation around menopause.
LetsTalkMenopause.org

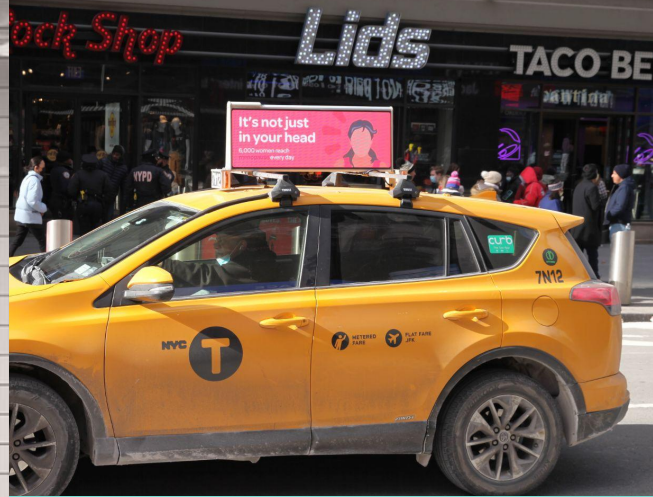
Scan to see all symptoms

No sólo sucede en tu cabeza

6.000 mujeres llegan a la menopausia todos los días.
#MoreThanHotFlashes

let's talk menopause!
Una organización nacional con fines de lucro que cambia la conversación sobre la menopausia.
LetsTalkMenopause.org

Scan to see all symptoms



I Need a Word With You

Answers:

1	10	19	28	37	46	55	64	73	82	91	100
2	11	20	29	38	47	56	65	74	83	92	101
3	12	21	30	39	48	57	66	75	84	93	102
4	13	22	31	40	49	58	67	76	85	94	103
5	14	23	32	41	50	59	68	77	86	95	104
6	15	24	33	42	51	60	69	78	87	96	105
7	16	25	34	43	52	61	70	79	88	97	106
8	17	26	35	44	53	62	71	80	89	98	107
9	18	27	36	45	54	63	72	81	90	99	108

It's not just in your head

#MoreThanHotFlashes

irritability hot flashes
palpitations anxiety
painful sex low libido
joint pain sleep issues
period changes UTIs
brain fog weight gain

let's talk menopause!
A non-profit national organization changing the conversation around menopause.
LetsTalkMenopause.org

Scan to see all symptoms



THANK YOU

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