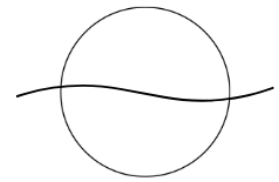


PUBLIC RELATIONS CAMPAIGN

To: Wilson, Ashley

Subject: PR Campaign Proposal



NEXT WAVE

EST.  
2025

Dear Mrs. Wilson,

I hope this finds you well.

I am happy to see that Curt's Closet did so well for this year's Captain Underpants clothing drive! It has been very moving and inspirational to see numerous local schools participate and come together for a worthy cause to serve their communities.

My name is Mia Holt, and I am the Director of Communications and Content Creation for Next Wave PR Agency, a group of aspiring PR professionals dedicated in building upon our client's missions and values. I wanted to reach out regarding a PR campaign proposal Next Wave PR has developed for Curt's Closet's consideration.

Next Wave PR has thoroughly researched and analyzed Curt's Closet's strengths, weaknesses, opportunities for growth, and potential threats relating to its current communications channels, and crafted a campaign tailored to suit potential needs of the organization.

Within the proposal, there are three main objectives Next Wave PR will address:

1. Strengthening Internal Operations
2. Increasing Community Awareness and Engagement
3. Planning and Executing a Fundraiser

Included additionally is a campaign timetable, a situational analysis, and additional information about Next Wave PR Agency.

At Next Wave PR, we believe in amplifying the voices as well as the missions of our clients. Curt's Closet is not only an example of how impactful the combined efforts of a loving community can be, but a noble cause that deserves tremendous recognition.

Attached is a copy of the proposal for your consideration. We will follow up soon and are available at your earliest convenience if you have any questions.

Thank you for your time,

Mia Holt  
Director of Communications and Content Creation  
Next Wave PR  
256-810-6900