



PR TIPS

FOR CHARITIES AND NGOs

BASIC MEDIA RELATIONS TIPS

1. **Build a media list**
(journalist's full name, media, email, phone)
2. Keep your list **up to date**
3. **Put together a basic press kit:** press release, photos, video clips, quotes, one-pager on your nonprofit organization
4. **Invest in visual storytelling**
(photos or videos that tell stories)
5. **Build a library of assets** that will make it easier to tell your story: photo library, video gallery

ELEMENTS OF A PRESS RELEASE

1. **An informative and interesting headline** that answers the question, "Why should I care?"
2. **A dateline** (CITY, DATE -)
3. **An impactful first paragraph** that delivers on key takeaways (Who, What, Where, When, and Why)
4. **A clear call-to-action at the end** that directs readers to the specific page on your website that prompted the press release
5. **Boilerplate** (aka your organization's "About" section) copy that includes a link to your website
6. **Your PR contact information** for convenient follow-up

HOW TO CONNECT WITH JOURNALISTS

1. **Be easy to find** when journalists need you
2. Before you pitch an idea for a story to a journalist, **do some research about them**
3. Once you've connected, **find out their preferences.** Every journalist is different.
4. **Pitch ideas thoughtfully.** Know your story and tell it well (KISS: Keep It Simple, Sweetie).
5. **Share real stories** about how your organization is changing lives or making your community better (more personal stories, less promotional stories)
6. **Use data to tell your story:** journalists like cold, hard facts
7. **Keep in touch:** foster and maintain the relationship (VERY important)
8. **Keep trying:** organizations often don't realize that most pitches fail with journalists. Try again, experiment with new approaches, pitch better stories, refine your pitch.

HOW TO GAIN MEDIA VISIBILITY FOR FUNDRAISING CAMPAIGNS

1. **Be visible online** (Web, blog, social media - especially Twitter and LinkedIn)
2. **Reach out to specific journalists**
(certain journalists cover certain topics)
3. **Make it as easy as possible** for the journalist to choose you for their story: connect the dots for them.

