GETTING THE MEDIA ATTENTION YOU DESERVE
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About the facilitator

Karen Luttrell helps charities raise more money, find more volunteers, and fill their programs. Her tools are strategic marketing and communications, and inspiring writing.

Karen led marketing and communications for local, national, and international charities and nonprofits before she launched her own communications service in 2010. She has since served clients working in literacy, education, equality, and poverty reduction.

She holds an Honours Bachelor of Arts in Linguistics with a Certificate of Teaching English as an International Language. Karen has taught College English and Business Communications at the George Brown College Centre for Business. She recently developed and taught the Strategic Writing course for Humber College’s new Professional Writing and Communications graduate certificate.

Karen is a member of the International Association of Business Communicators. She has volunteered as PR Director for the Friends of the Ottawa Public Library Association. She currently serves as President for the Toronto Chapter of the Professional Writers Association of Canada.
Our Roadmap for Today

- Getting To Know Each Other
- Why it’s so important to make your marketing and communications strategic and what you should expect to get as a result
- Marketing and communications basics – frameworks you can use, mixed in with:
  - Real life examples
  - Some reflection and application to your own organizations
- Learn by Doing:
  - Brainstorming campaign ideas all together
  - Using some creative tools for inspiring writing
Getting to Know You

- Is marketing or communications your main role at your organization?
- Do you have formal training in marketing, communications, or fundraising?
- Have you ever written a marketing plan or a communications plan before?
- Do you have a written communications plan for your organization?
- Do you wish people knew more about your organization?
- Does your organization need more funding?
- Does your organization need more and different sources of funding?
What Makes Your Marketing and Communications Strategic?

1. They directly support major organizational goals.
2. You can show that it does. (Think research & measurement.)
It’s All About the Relationships

- Public relations
- Media relations
- Client relations
- Donor relations
- Employee relations
- Government relations
- Volunteer . . . management? (Say what, now?)
If you remember one thing from today. . .

- Start with the relationships. Build, nurture, and maintain the relationships! This applies no matter what theoretical framework you use.
Therefore . . .

All your marketing and communications need to focus on where your goals and the benefit to your audience overlap! Know what’s in it for the audience and communicate that from your audience’s perspective.
Common Nonprofit Audiences

1. Staff
2. Volunteers (Board, committees, event participants)
3. People served
4. Donors (individual, corporate)
5. Funders (government, foundations)
6. Suppliers
7. Partner organizations
8. Media (journalists, editorial boards)
9. Government representatives (City Councillors, MPPs, MPs)
Reflect and Apply

- Which of these groups are you doing a great job of communicating with, and building relationships with?

- Is there one group you with which you could do a better job of communicating?
  - How would better relationships with that group benefit your organization?
  - What is the cost of NOT communicating well with that group or audience?

Take a moment now and write your answers down.
Campaign plan example

SOS Campaign Plan (See Case Study and Examples)

- Summary and background
  - Issue/Goal/Need
  - Inspiration/motivation to participate
- Audiences
  - primary and secondary
- How to reach the audiences
- What we want the audiences to do
- Messages (both emotional and logical, with sound patterns and verbal repetition to make them stand out)
What was missing from the original plan

- Detailed schedule
- Detailed budget
- How we would measure success
Discussion

- Case 1 Questions
The Button Soup Model
Campaign Example 2: National Cause Marketing Campaign

- We started out thinking too small
- A supporter told us to make the goal bigger and she would champion us at the major media company where she worked
- So we took a big breath and came up with a campaign goal to raise $1 million over two years. We had never done anything like that before!
Thinking big and setting a big goal gave the media partner “meat” to work with.

Having the interest of the media partner gave the retail chain major incentive.

Each of those partners brought real PR value to the other, but they couldn’t have done it without the cause (the magic button) to rally around.

The collaboration of a larger lead charity and a network of local charities, provided a LARGE goal with LOCAL connections.
- The campaign was for the Canadian Women’s Foundation
- It was called Start to Stop Violence (Against Women)
- It grew, and adapted, and grew some more, and went on for years.
- Over time they tried out different ways of raising money through the retail partner – sales of items, donations at the cash desk
- The media company increased it’s involvement and added TV PSAs and a national radiothon to the initial donation of print advertising in magazines
- More partners came on board in response to the radiothon. For example, a union phoned in during the radiothon and said they would match donations made by the public.
Campaign results

- Two-year fundraising goal achieved. Money generated for the national charity and for local women’s shelters across the country.
- The foundation continued to use the model for years, raising much more money in total.
- Presence in the stores and in the media dramatically increased recognition of the foundation and encouraged more supporters.
- Women’s shelters were thrilled that the issue was being discussed in their communities.
Summary: The Button Soup Model of Cause Marketing Fundraising

- Lead charity – provides a vision, a network of local charities, and a central point of contact for corporate and media partners
- Local organizations (provide a strong connection to communities where funds are raised)
- Retail partner (customer base, at point of sale)
- Media partner (broad awareness, PR for everyone)
Now, let’s practice. We will:

- Identify the issue.
- Identify the partners.
- Come up with the symbol and campaign name.
- Use hooks and angles to draw media attention.
- Craft effective messages.
Identify the Issue:
Literacy Sector SWOT

- What are our strengths? Our weaknesses?
- What threats do we face? What opportunities? How will we respond?

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<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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<tbody>
<tr>
<td>Opportunities</td>
<td>Threats</td>
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What are the top issues

- What is the top issues in the sector?
- How could we address it if we had the resources?
- What would it take to do this? (How much money? Equipment?)
- Who would be the ideal partners? What can those partners offer each other?
What’s your magic button?

- Find the symbol for your campaign
  - A visual symbol
  - A memorable name
Frame your campaign messages

Create the desire to engage:
- Emotion

Give the rationalization for it:
- Logic
- Authority/Credibility
Draw media attention with hooks and angles

- Heart strings
- $$$$$
- # of people affected
- Celebrity
Get Creative: Craft the language

- Highlight the benefit
- Sound patterns
- Patterns of verbal repetition
- Figurative language
Additional tips

- Be as specific as possible
- Find local connections
- Provide good visuals
- Make it easy for the media!
- Get to know the media outlet you are pitching.
Resource Recommendations

- A Linguistic Guide to English Poetry, Geoffrey Leech
- Pages 2, 3 and 6 in the 2014 Innovation Newsletter.
Keep in Touch

Questions welcome. And please keep in touch.

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