

WEBINAR

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# Media Relations for Nonprofits: Perfect Your Pitch & Earn Coverage




# Meet Your Presenter

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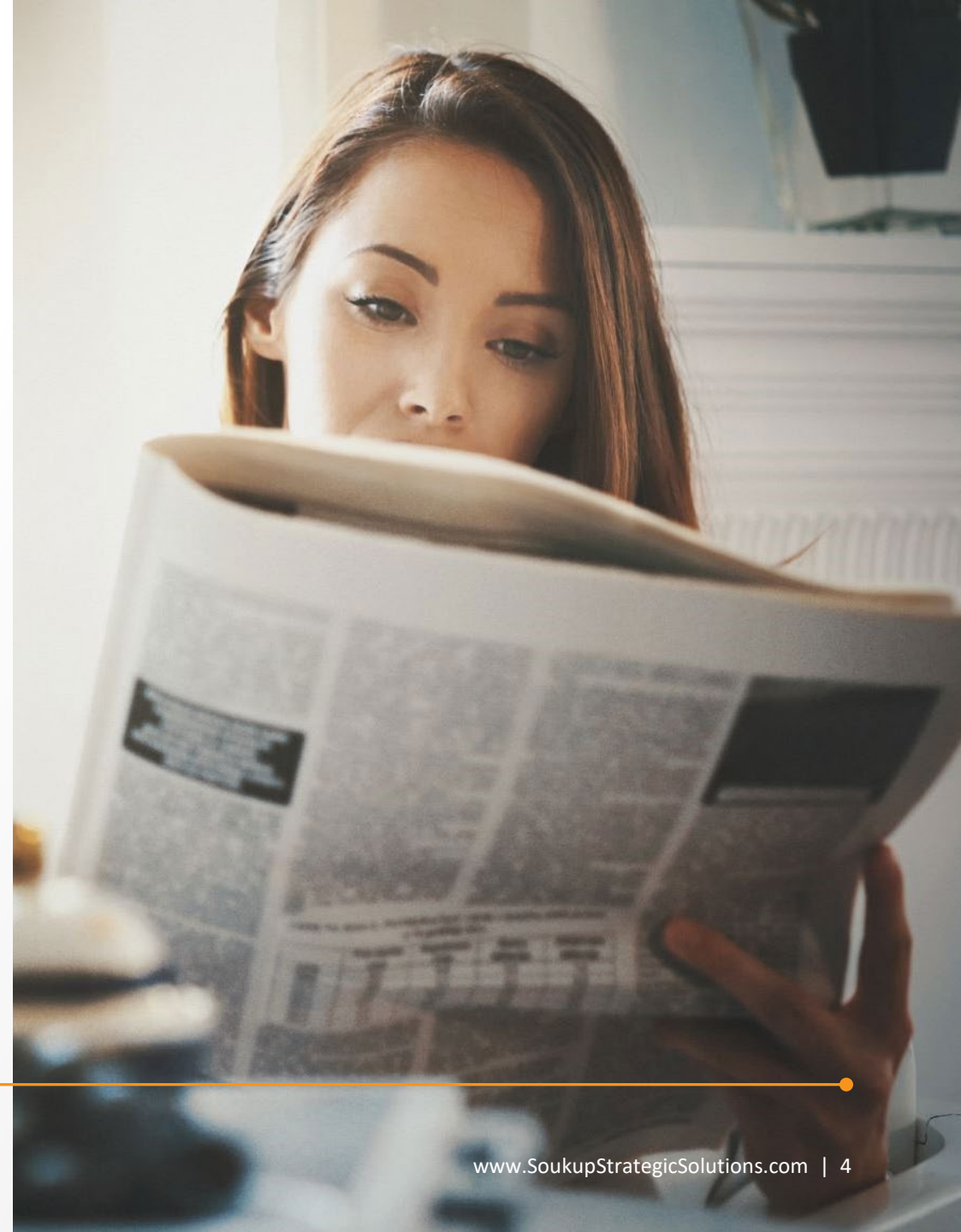
# Learning Objectives

- 1 **Crafting the Perfect Media Pitch:** Discover how to develop a compelling media pitch that stands out, with tips on writing an engaging subject line and opening statement to grab journalists' attention.
- 2 **Storytelling Techniques to Captivate the Media:** Learn how to humanize your nonprofit's mission through impactful storytelling, making your message memorable and relevant for different media formats.
- 3 **Building and Maintaining Media Relationships:** Uncover best practices for engaging with journalists, building lasting connections, and positioning your nonprofit as a reliable and valuable source of information.

# Public Relations 101

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- Timely
- Unique
- Impactful



# Timely



# Unique



# Impactful

DEALBOOK NEWSLETTER

## More Companies Take a Stand on Abortion

Yelp is the latest to pay for employees to travel out of state for treatment, responding to a recent Texas law that bans abortions after six weeks.



Give this article



Read in app

By [Andrew Ross Sorkin](#), [Jason Karaian](#), [Vivian Giang](#), [Stephen Gandel](#), [Lauren Hirsch](#) and [Ephrat Livni](#)

April 12, 2022

StarTribune

HOME & GARDEN

### 'Socially conscious flower service' teams with Spyhouse to help Twin Cities charities

Listen with Speechify




INNOVATION • EDITORS' PICK

## German Tech Unicorn Personio Creates \$66 Million Charity Fund

Iain Martin  
Forbes Staff [Follow](#)

Dec 16, 2021, 06:44am EST [f](#) [t](#) [in](#)



Personio cofounders Jonas Rieke, Roman Schumacher, Hanno Renner and Arseniy Vershinin have setup a foundation using their own cash and 1% of the startup's equity to tackle climate

# Who Is Your Audience?

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- Potential benefactors?
- Donors?
- Other stakeholders?





# Types of Media

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- Paid Media
- Earned Media
- Shared Media
- Owned Media



# Paid

## Paid Media

Advertising, such as social media, print, or broadcast ads, but also email marketing campaigns.

50 Best Companies to Watch 2022

**Homethrive: The Next Generation caregiving benefit innovator that's revolutionizing support for unpaid family caregivers and their loved ones**

**The Silicon Review**

Nurses  
and other  
healthcare

The logo for Homethrive, featuring the word "homethrive" in a lowercase, blue, sans-serif font. The letter "i" in "thrive" has a small blue triangle above it, resembling a house roof.

professionals leaving their jobs due to stress.

Other employees changing employers for less stressful work environments and companies with more compassionate cultures.

Insurance clients choosing a new agency that

# Earned

## Earned Media

When a media outlet covers your story, this is referred to as “earned media.”

BAY AREA

### Health care startups turn to ‘coaches’ to improve patient treatment

Darius Tahir

June 23, 2022 | Updated: June 24, 2022 9:07 p.m.



## Rural Americans Can Spend Thousands More Than People in Cities

In fact, for those seeking to save money, it could cost thousands of dollars more to live in a suburban area, according to Marguerita Cheng, a certified financial planner and the CEO of Blue Ocean Global Health.

Paying for transportation alone could force you to pay \$12,000 extra due to the car payment, insurance and parking expenses you'll incur. With monthly payments for even a used car coming in at least \$500 a month and the average car insurance costing \$2,634 a year, that's already an extra \$8,634 you'll have to pay that you wouldn't in the city.

# Shared

## Shared Media

Social media, including social networking, community partnerships, and content distribution for promotion.

World at Work logo with search, cart, and menu icons.

### EMPLOYEE BENEFITS TRENDS: SHIFTING FROM WORK-LIFE BALANCE TO LIFE-WORK TILT

Workspan Daily  
March 31, 2022

By [Lisa Bomrad](#)

Employee Experience   Employee Benefits

Key Takeaways   Feedback

TM Talent Management logo with menu icon.

BACK | NEXT

The caregiving crisis – and how talent leaders can help

It's imperative that HR leaders feel empowered to research and recognize that caregiving is a more prevalent issue than ever before.

by [David Greenberg](#)  
April 14, 2022

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**T**he Great Resignation has become a popular

# Owned

## Owned Media

Content created by the nonprofit, such as blog posts on its website or TikTok videos shared on its page.

### Outsourcing for Nonprofits: Optimize Operations and Reduce Costs

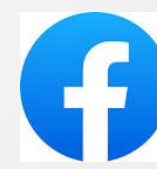
© AUGUST 2, 2024



You may be thinking that outsourcing within a nonprofit organization is unrealistic. It costs too much. You don't want to make your employees feel undervalued or unappreciated for their talents. Most often, there is fear that an investment in outsourcing is a waste of valuable time and resources. However, when a nonprofit considers how to enhance its operations, outsourcing is much more common than we imagine.

Most nonprofits already use technology and software purchased from outside vendors. They hire outside accounting firms or auditors to conduct a financial assessment annually.

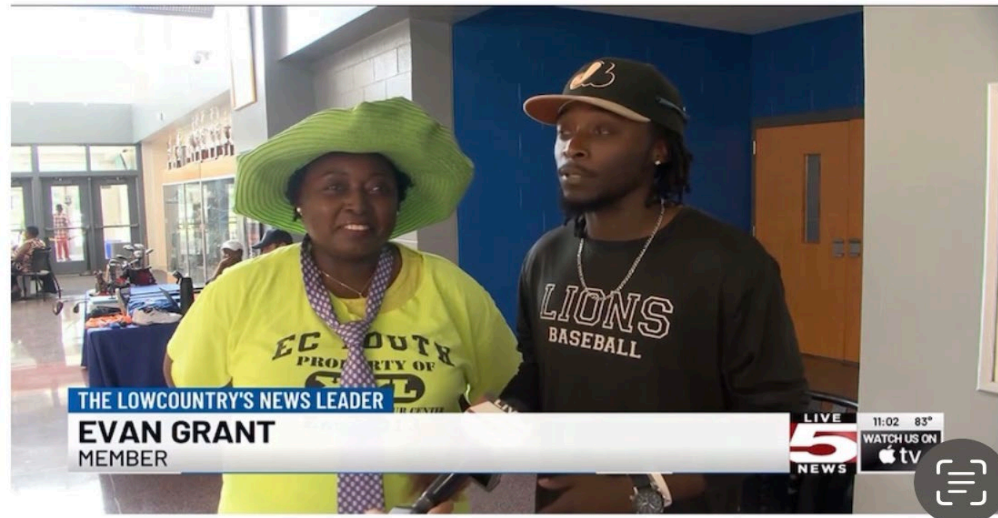
Nonprofits may also need legal services, but many do not have the capacity or financial depth to have an attorney on staff or a full financial team to provide an in-depth review of revenue and expenses. Nor do they have the capacity to build their own software to manage donations or support programmatic efforts with clients and beneficiaries.



# PESO Model

- **Paid:** Social Ads, E-mail Marketing, Paid Placement
- **Earned:** Local TV covers fundraising event
- **Shared:** Social sharing, networking around event
- **Owned:** Blog on your website

## Nonprofit combines sports and business for kids



A nonprofit focuses on introducing the business world

# The “Perfect” Pitch

- Read existing media on your topic
- Research reporters to target, who writes about your topic
- Avoid the “spray and pray” approach
- “Soft” pitch/cultivate relationships with reporters



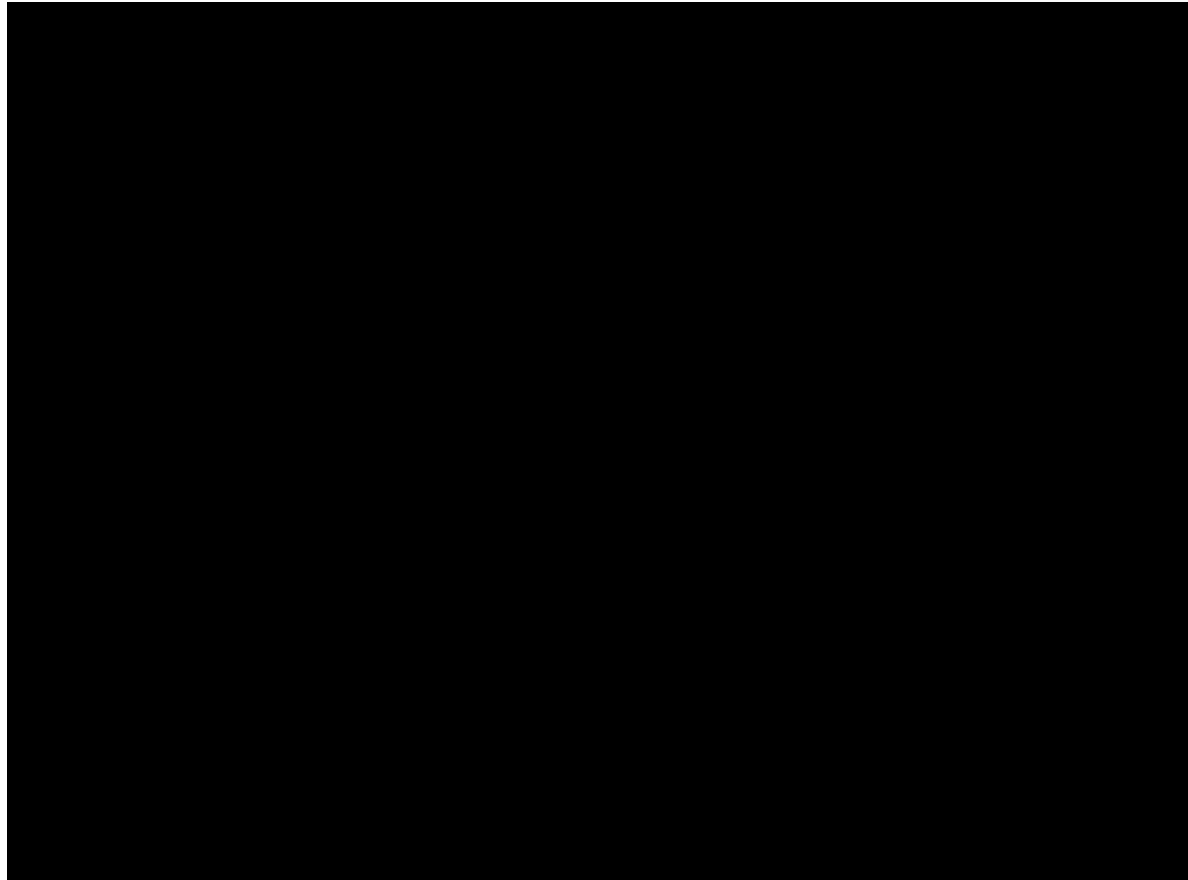
# The “Perfect” Pitch

- Keep the subject line short
- Journalists opened the most pitches with subjects that were 10-15 words long.
- Journalists respond less than 3% of the time
  - Tech & Computing (3.28%)
  - Food & Drink (3.26%)
  - Business & Industrial (3.15%)





# Elements of a Nonprofit Story



# Elements of a Nonprofit Story

- Highlight Good News
- Leverage Real People
- Provide Visuals/Action
- Show Real Impact
- WIIFM? (Payoff)
- Include A Call To Action



# Extra, Extra, Now What?

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- Be responsive
- Be appreciative
- Be patient and flexible
- Don't ask to see the story before it runs
- Share the published story



# Key Messages

“Our nonprofit is doing great things for the community.”

**Adding specific proof points creates a Key Message for the headline:**

“During our recent annual campaign, we raised \$100k for underserved women and children in the community. It'll help put roofs over their heads.”



# Interview Ground Rules

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- Know the subject and do the research
- Find out the format of the show or article, i.e., feature, panel or roundup
- Prepare quotable Key Messages and supporting facts
- Bridge to your Key Messages
- Make yourself available for follow-up questions
- Repeat Key Messages and/or sum up at the end



# Attribution, Attribution, Attribution

- **Off The Record:** A reporter can't use anything you've told them under any circumstances (Use Sparingly)
- **On Background:** A reporter can paraphrase the information you've provided them but not attribute it directly back to you
- **On The Record:** A reporter can use anything you've said to them and attribute the information directly to you

**Always assume you are ON THE RECORD unless you've discussed it with the reporter ahead of time.**



# Interview Gaffes In Action





## Questions?

Positioning, pitching, and attracting coverage

### Share Your Feedback

We'd love to hear your thoughts on the webinar—  
please give your feedback in this quick survey.

<https://www.surveymonkey.com/r/ZKD5C68>

## Upcoming Webinar

Thursday, January 23rd @ 1pm

Sustaining Success: How to Build Strong Relationships  
with Grant Funders



# Explore Our Consulting & Outsourcing Services

## Tailored Solutions for Your Nonprofit

Our experienced team is ready to help you strategize and implement solutions to advance your mission. We offer consulting and outsourcing services to support your nonprofit every step of the way.

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