

Press and Media Guide

This guide will help you to generate publicity before and after your fundraising event to benefit NFCR. A well-planned publicity campaign can make all the difference in a successful fundraising event. It ensures that there will be a maximum attendance and full media coverage of the event.

Use of logo

Before you start promoting your event and using the NFCR logo, [you must fill out the Permission to Use Name and Logo Form].

Identify a point person

If you are working alone, you will be the point person to deal with the press and media. If you are working in a group, you should identify one person who will be responsible for taking care of all press and media communications. This person should be able to clearly and concisely convey basic event information and should feel comfortable talking about the goals and objectives of the event. This responsibility can be time-consuming, so make sure that the person has enough time to take on the role. Among other things, this person should keep records of:

- Which media channels have been contacted
- What subjects were covered during conversations/interviews
- Copies of press releases and all other media coverage
- What media channels attended the event

And be sure after your event to send thank you notes to all journalists/radio/television reporters who attended!

Research your target audience

Ask people in your target audience where they get their news from (e.g. school paper, email, mail, internet, newspaper, formal invitation, flyers), what kinds of events they like to attend, and about how much they are willing to donate.

Market your event

All printed materials (invitations, letters, flyers, posters, ads, public displays) should be designed with the target audience in mind. Reach out to graphic designers with a history of helping non-profits or cancer research fundraisers to get help on the design at a low cost.

Promotional methods

There are many ways to promote an event, depending on whom you are trying to reach (e.g. print media, online media, and word-of mouth). You may want to take a more personalized approach or a more diffuse one in order to reach a larger audience. The media channel(s) you choose really depends on the size of your audience, their location, and their media habits.

Using the media

If the target audience is localized in a small area, it is more appropriate to use local media sources. If you are organizing a larger event, then you may want to contact either regional or national media. Newspapers, radio and television are often willing to run a free story on charity events or send a staff person to cover the event.

Draw up basic information

Draft a short text that can be used as the basis for all promotional materials. Keep your message short and simple. Don't forget to include:

- Event details: type, date, time, location, and contact info
- Why you're supporting NFCR
- How much you're hoping to raise and what portion of the proceeds will benefit NFCR

Prepare a media list

Do research to find out the best channels, websites, or media organizations with whom to advertise. The length of the list will depend on whether it is a local, regional or national event. It is important to identify the right people to contact within these organizations, press agencies, and news sources. Each media source has certain deadlines for when you have to submit information to advertise an event; make sure to double-check how far in advance you need to submit an event notification.

Press releases

Use our Sample Press Release to publicize your event with the media. You should send press releases to journalists no later than five working days before the event. We advise you to follow-up with the news agency two days after sending the press release to make sure that it was received. A standard press release should:

- Be one-page single-spaced or two pages double-spaced
- Include "For Immediate Release" at the top of the page
- Include place, day, and date of release in the first line
- Include the name, phone and email of the contact person below header
- Include the NFCR URL at the bottom of the page
- Provide contact information for someone willing to interview about the event
- Contain basic information about NFCR.
- Contain basic event information, including who you or your group is, details of the event (date, place and time), and why you are hosting
- Include any relevant photographs
- Include a quote from someone involved with the event.

Press conference

In a press conference, event organizers have the chance to inform the media about the goals of the event, report on event details, and answer any questions. Sometimes the whole conference may be set up as a question and answer session. It usually lasts no longer than 45 minutes.

Ideally, a press conference should be arranged several weeks before the event in the morning.

Here is a suggested format:

- Invite contact people from media list by email/fax one week in advance.
- Call several days in advance to confirm who will be attending.
- Prepare a press pack containing: press release(s), basic information about NFCR, event details, and contact information.
- Set the room up with chairs for speakers that face the audience

- Provide a microphone, a computer or an overhead projector if required
- Allow time for journalists to ask speakers questions or to conduct radio/television/web interviews.
- Make sure the room will be quiet for the duration of the conference
- Begin with an introduction for each speaker
- Mail the press packs to anyone who does not attend and include a transcript of the questions and answers

Advertising

Ask whether media organizations are willing to donate space or provide a discount for advertising charitable events. Check whether the paper or online media lays out the artwork for ads or whether you need to hire a designer. Send the exact wording and suggested layout in digital and printed format. Ask to see if it is possible to review the ad before it is published. Many publications produce monthly/weekly supplements highlighting specific themes. Find out the schedule and you may be able to contribute with editorial content or advertising.

Other options:

- The listings page is often free, although usually you must submit listings far in advance.
- You can also submit letters to the editor or an “op-ed” piece for the editorial page in lieu of a staff reporter attending the event.

The broadcast media

Organizing radio and television coverage of your event is very similar to working with the printed press. Provide contacts with information similar to that in the press release. Be mindful of deadlines. Although a local radio station can usually run an interview on short notice, a television crew needs time to plan far in advance.

Interviews

Find out whether the interview will be live or recorded. Pre-recorded interviews are oftentimes easier to manage, although you won't have any control over final editing. Make sure to prepare the following information prior to an interview of any kind of media organization including television, radio, online and printed press:

- Discuss the subject of the interview beforehand and ask for guidance of what questions will be asked.
- Come up with three main points to convey the goal of the event within the timeframe of the interview
- Don't forget to mention the location, date, and time of the event and that it will benefit NFCR