

HARNESSING THE POWER OF PR TO INCREASE FUNDRAISING RESULTS

Elizabeth Hefner, CFRE





Liz Hefner, CFRE

Consultant, Schultz and Williams

Liz has raised more than \$28 million in her career through individual major gifts, planned gifts, grant writing, and annual fund direct marketing while developing comprehensive, metrics-based reporting to monitor financial goals and staff performance.





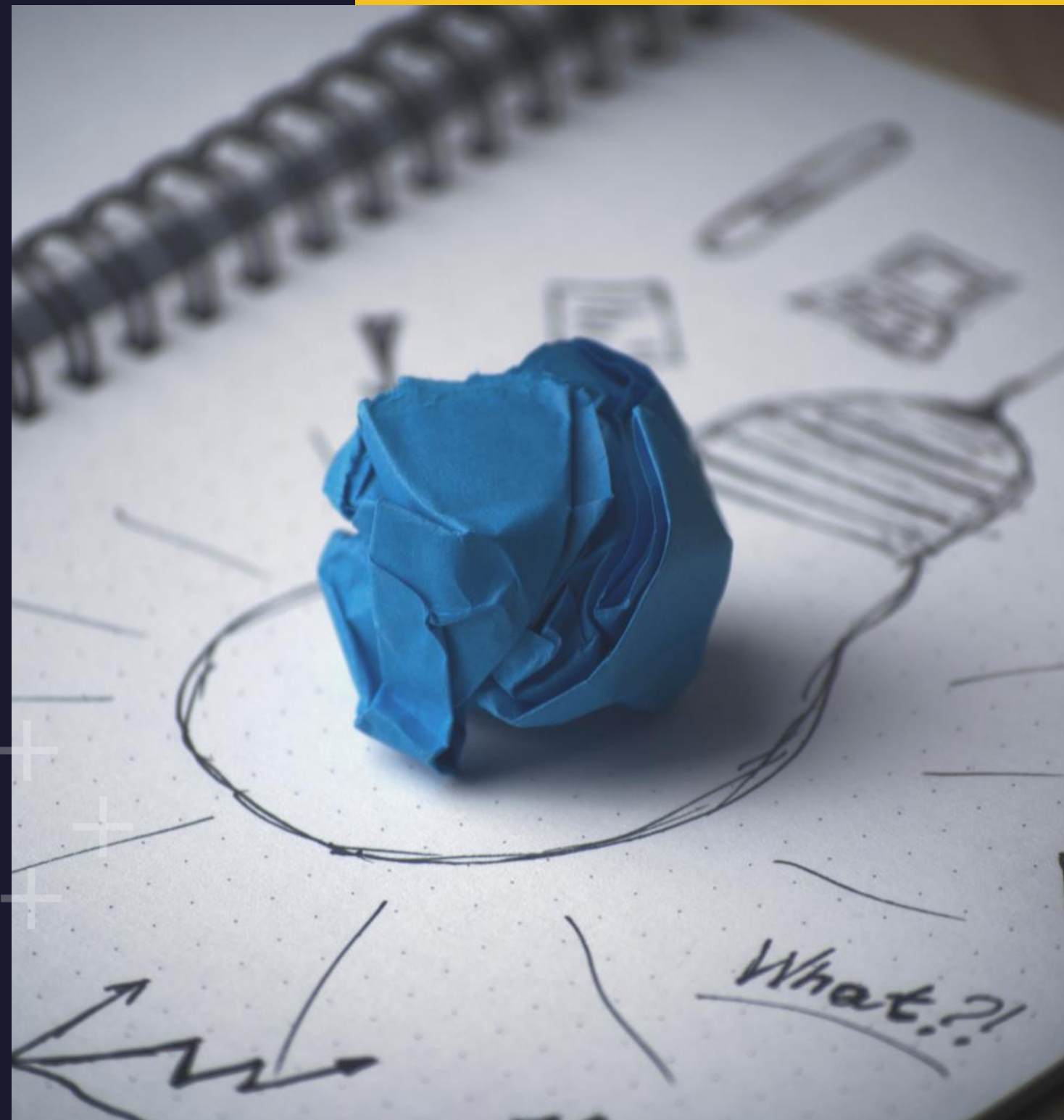
OUTLINE



1. Develop tools needed to pursue PR to increase your fundraising results.
2. Learn IDEA best practices to disrupt biased norms.
 - . Determine what is newsworthy, the best angle for a PR and what format with which it is most aligned.
4. Discover when you should and should not partner with an outside agency/partner to maximize PR results.
5. Build your own PR mini-plan to support the efforts of one campaign or event you already have planned.



PR + FUNDRAISING



PR + Fundraising Strategy

Raise More Funds Through Strategic PR Placements

01 Gornal Awareness Raising

Increasing general awareness about your organization will increase annual fund results, especially online fundraising and unsolicited donor lifts in giving

02 Make Your Unique Solution Known

Make sure most of your coverage highlights the unique solutions your organization offers. It can be something tangible or intangible. Always be sure you have someone outside staff to give quotes relating to the intangible.

03 Keywords – SEO Your PR

Strategically repeat words, phrased, and brand language across all PR activities to increase the fundraising impact

04 Crowd Source Content

Crowd sourcing content provides "surround sound" that will amplify your message and increase the engagement from the Press and your donors.

Impact of Awareness Raising



Lifts in Giving

immediate lifts in giving as well as lifts increasing with time (over three years of consistent PR activities)



Correlation not Causation

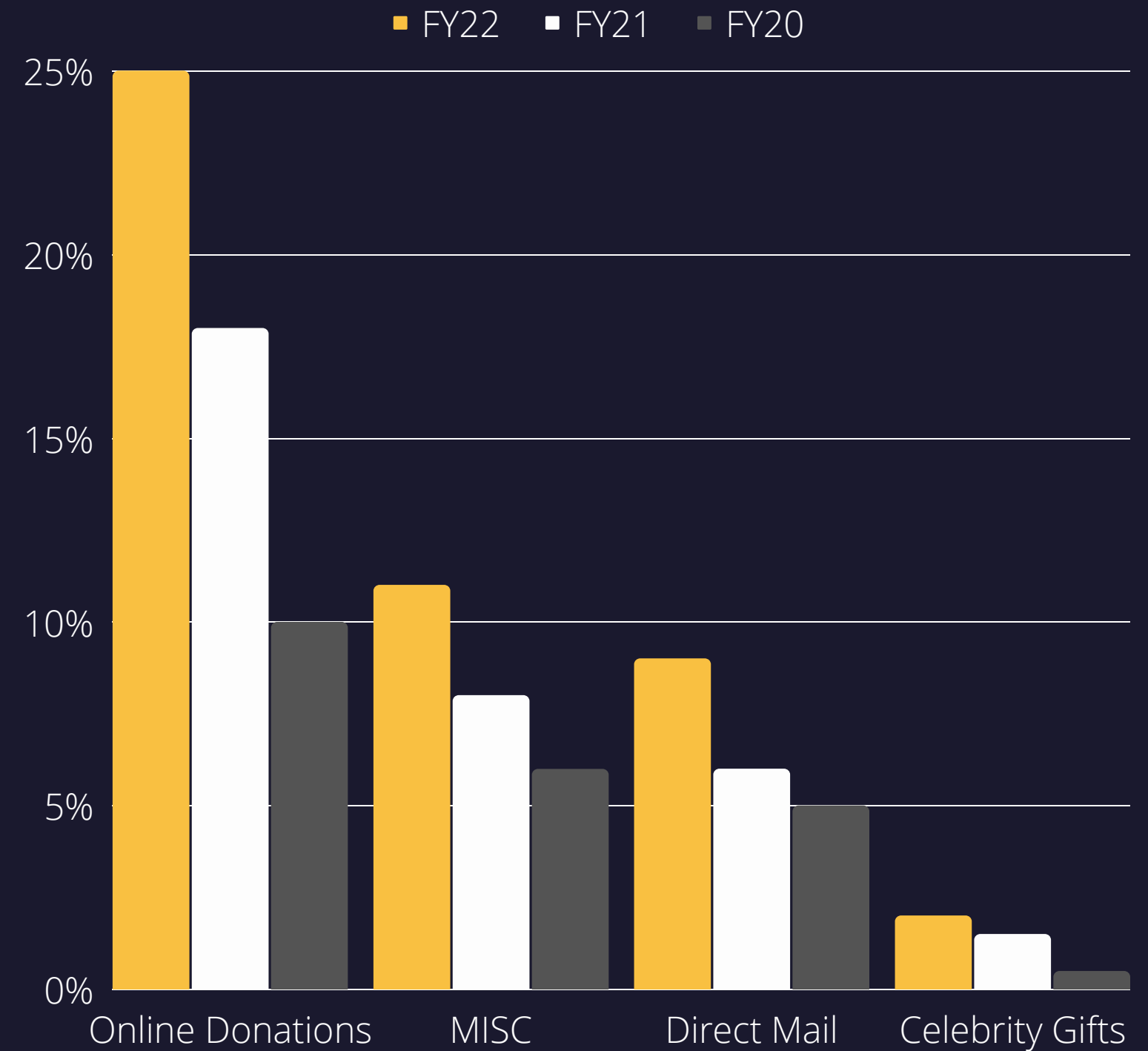
These PR lifts correlate to lifts in giving. There was not a specific tracking tool used to track gifts



PR Gifts from Celebrities

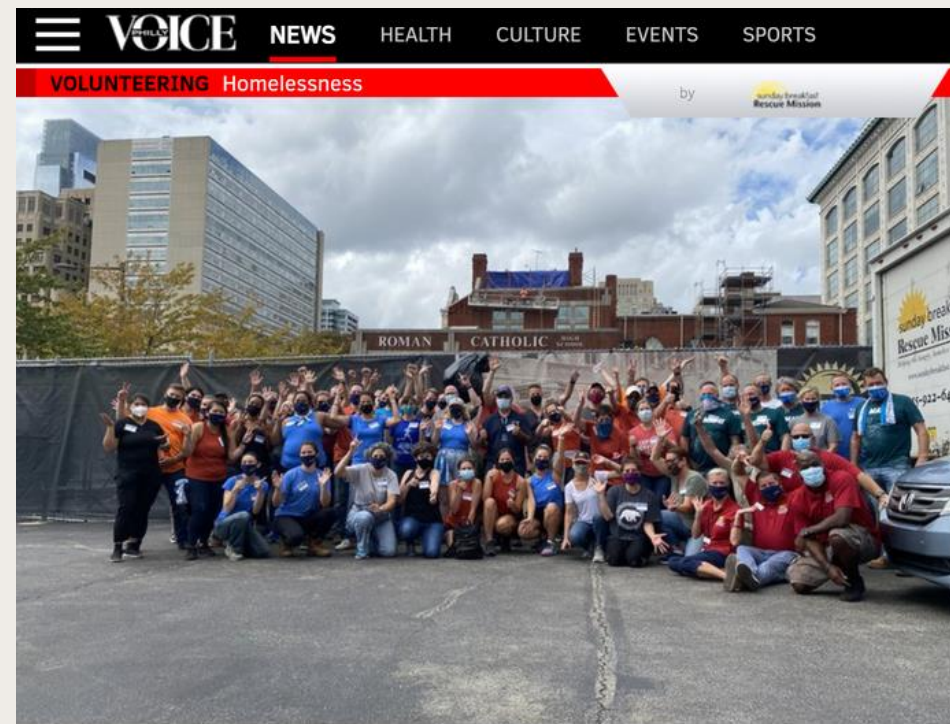
We have had success in the sports market –especially 76ers.

Lifts in Giving Following PR Placements



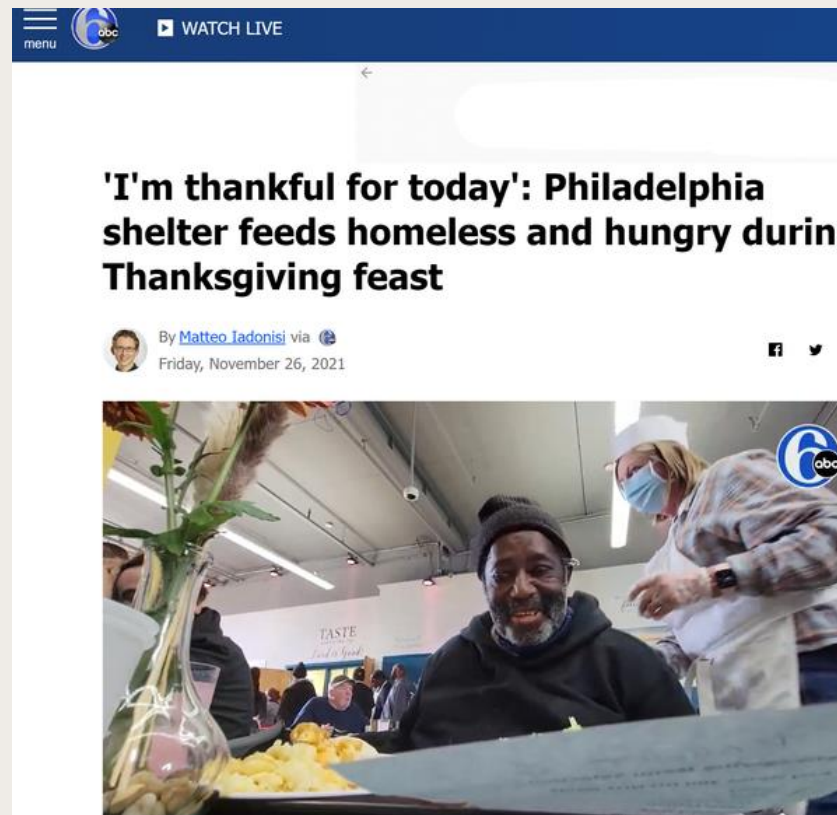
PLACEMENT EXAMPLES

Including Their Impact



KATE WENZEL/SUNDAY BREAKFAST RESCUE MISSION
The Sunday Breakfast Rescue Mission poses for a group photo with all of the volunteers that helped renovate the living quarters of the mission's 4th floor.

AEC CARES:
\$56,000



Thanksgiving Dinner
\$52,000

**Josh and Marjorie Harris
make significant donation to
Philadelphia homeless
shelters**



76ers Ownership
\$70,000



IDEA BEST PRACTICES: LET'S DISRUPT





**"OUR ABILITY TO REACH
UNITY IN DIVERSITY WILL BE
THE BEAUTY AND THE TEST
OF OUR CIVILIZATION."**

Mahatma Gandhi



Assess the Balance of Power & Privilege

Take a moment to
reflect on who you
are as a storyteller...

- Power
- Privilege
- Bias



Who?



Who is your story featuring

Reflect on who the story features, and how to most authentically represent them.



Who is writing/pitching the story?

Consider what your voice and perspective maybe adding to the your pitch.



Who is reporting the story?

Seek out reports who align to the story and keep IDEA in mind.





**AS FUNDRAISERS WE MUST
VALUE THE INHERENT
DIGNITY OF EVERY PERSON
MORE THAN THE NEED TO
RAISE A DOLLAR.**





LET'S MAKE A PLAN



BUILDING A PR PLAN

The Calendar

- Set your goal for how often you want to be featured in the news.
- Set theme and topics that align to what's already happening at your organization

Outline Your Event/Angel

Who, What, Where, How, and Why

PR Assets

Offer visuals, Media Alerts, and Press Releases

Write the Pitch

- What is the value of this information to the journalist or editor you're contacting?
- Why would their readership be interested in your event?
- How does this event fit with the style or focus of their publication?

Make A Media List & Research

Once you know which publications to target, identify the sections, writers, and editors who focus on the topics related to your event. Lastly, consolidate their contact information.

Outreach

- Start Early - 4 / 5 weeks
- Follow Up - with a reporter (email, phone, social media) and the editor
- If they don't cover keep trying to connect for future stories.



IS MY STORY NEWSWORTHY?



Asses Your Story

After you have written your story...

What now? How do you consider and tell this story with authenticity.

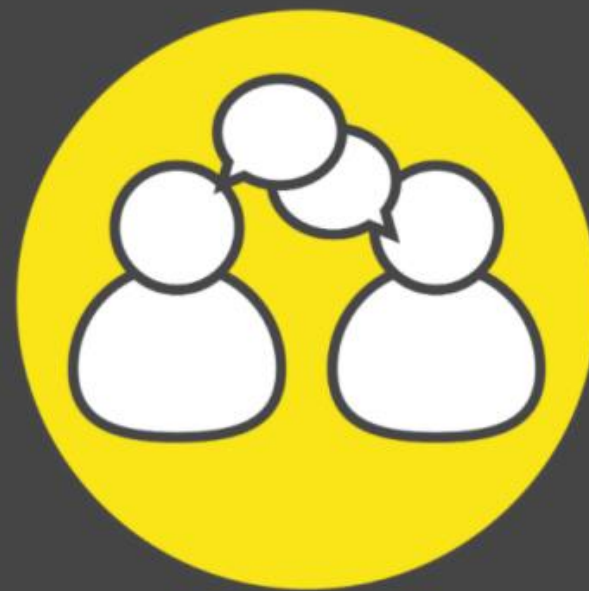
Assess whether it achieves the organization's and the interview subject's goals



News Announcements



Pitching



Editorial Briefings



Newsjacking



IS MY STORY NEWSWORTHY?

Prominence

- Are the people or company prominent and influential in your community
- Many times when you think of prominence, you think of people. However, prominence can also include companies

Timeliness and Relevance

- Is the information or event happening in the future? If it happened a few days ago, it's likely no longer newsworthy

Human Interest

- Does the story connect with the audience on an emotional level?
- Is your information revolutionary or cutting-edge?



IS MY STORY NEWSWORTHY?

Surprise

- Does the story or information share an unknown or shocking story
- Is your information revolutionary or cutting-edge? If so it can attract attention over other information

Impact & Appeal

- What is the impact of the information or story?
- It is always helpful if your story directly impacts the reporters' audience.

Proximity

- Is the event close by or how impactful is the news to the local area?

Make the Most of Your Story

Most direct marketing strategies are most effective when done simultaneously with digital and print marketing.

As you develop parallel marketing, use an "SEO" approach to using consistent keywords and phrases to increase the impact of your story.



Public Relations

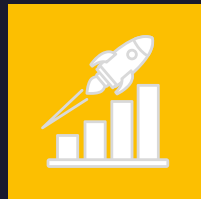


Social Media



Email Marketing

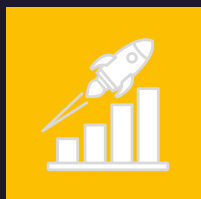
Where do I want my story to land?



Who am I?



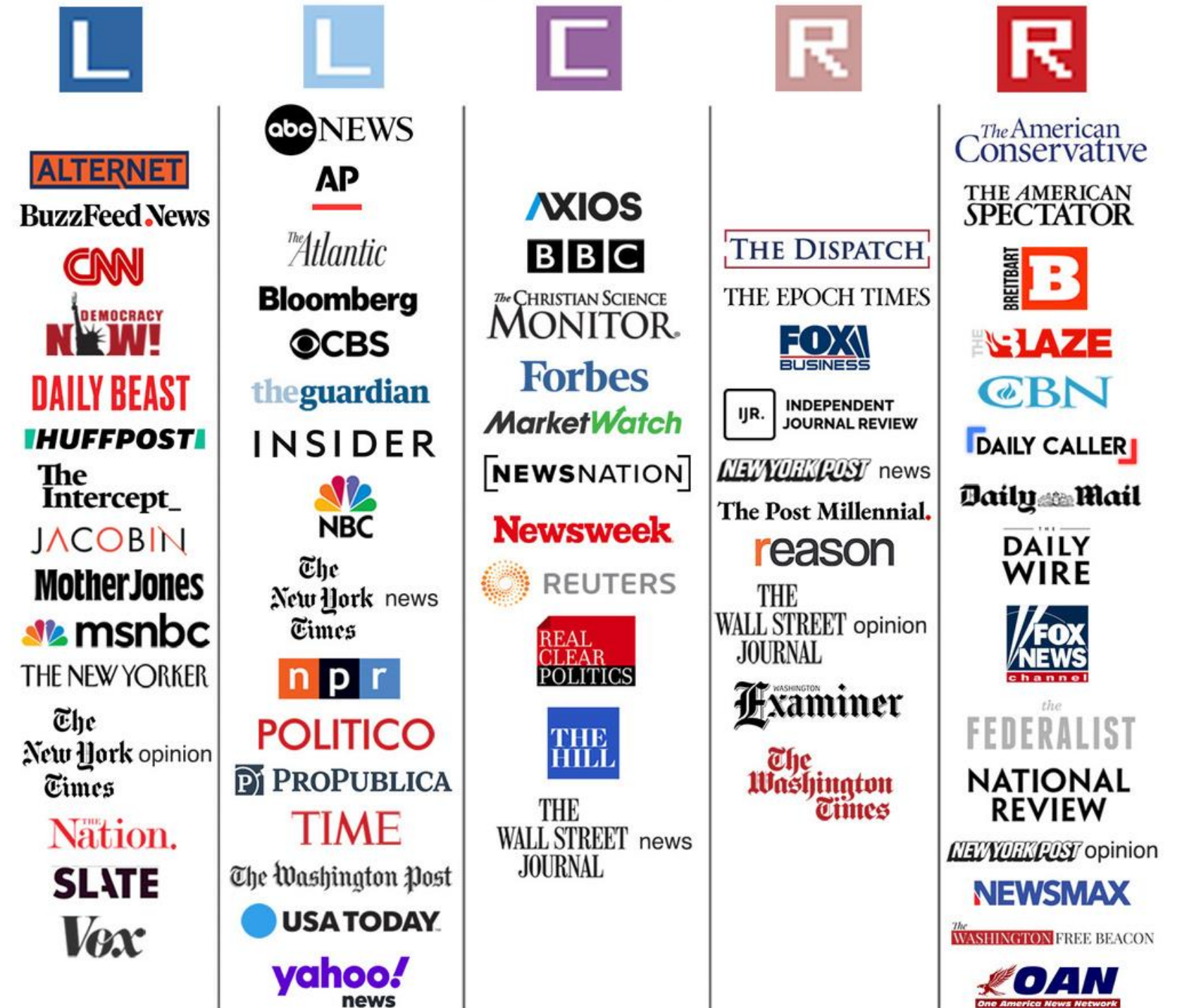
Who am I pitching to?



Where does my target audience lie?

AllSides™ Media Bias Chart™

Ratings based on online, U.S. political content only — not TV, print, or radio. Ratings do not reflect accuracy or credibility; they reflect perspective only.



L LEFT
 L LEAN LEFT
 C CENTER
 R LEAN RIGHT
 R RIGHT

AllSides Media Bias Ratings™ are based on multi-partisan, scientific analysis.

Visit AllSides.com to view hundreds of media bias ratings.

Version 7 | AllSides 2022

Pitch Example

Hi _____,

I am writing to put a story on your radar from Sunday Breakfast Rescue Mission, a Philadelphia-based mission that serves those experiencing homelessness.

With the upcoming extreme temperatures, we can expect to see city officials declare more Code Red's in the near future. Historically during a Code Red, homeless shelters across the city are bombarded with people coming through their doors seeking shelter from the high temperatures. However, many shelters are still restricted in their allowance of patrons due to the COVID-19 pandemic.

I would be happy to connect you with Jeremy Montgomery, CEO of Philly House, to learn more about how to help during a Code Red and also how they have accommodated guests throughout the summer. How does this week look?

Your Name

Best Practices for Reporter Conversations

Following Up

- Phone call
- Send a follow up email
- Be respectful
- Offer a different angle or additional information
- Discuss upcoming plans of the organization
- Accept and move on to the next story



Best Practices for Reporter Conversations

During the interview

- Everything is on the record
- Tell the truth
- Be responsive
- Find a quiet space
- Determine the things you want the reporter to know ahead of time
- Know the reporters name



FOLLOW REPORTERS ON YOUR BRAND ACCOUNT

Reporters are also looking for visibility. Interacting with a reporter from your brand account can create brand recognition between you and the reporter as well as help to grow a frequent relationship



REPOST AND INTERACT WITH REPORTER ARTICLES

Repost articles that you are and are not featured in by reporters that cover topics related to your organization. For organizations not working with an agency this is a great way to build a connection for future stories



USING YOUR BRAND ACCOUNT TO ITS FULLEST





**SHOULD YOU
PARTNER
WITH A PR
AGENCY?**

ARE WE READY?

Partnering with an agency is an investment. There are many benefits that can come from parenting with an agency, but if your internal marketing and/or communications team is not prepared for the partnership then it could be a waste of resources.

Newsworthy stories

Compelling

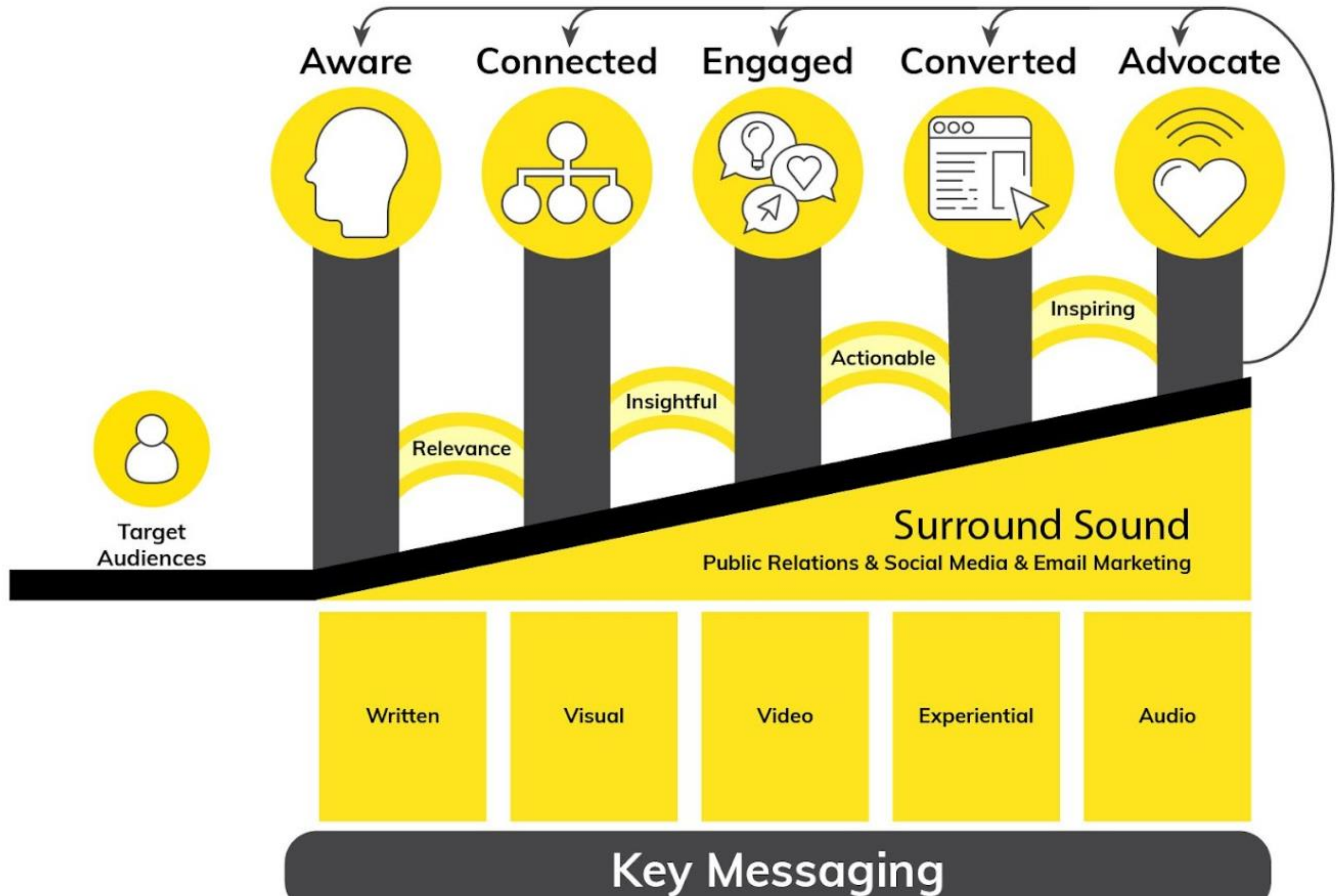
Time

It is essential that your organization has a person in-house who can lead the relationship with a PR agency. Providing content, and details for stories is an essential piece of the puzzle for the PR agency relationship.

Media Relations

Experience

Pitching and writing stories is a practiced art form. PR agency's are seasoned in this practice and house a history of media connections





QUESTIONS

**UP NEXT -
YOU BUILD A
MINI PR PLAN**





Who



What



When



Where



Why

CRAFTING YOUR NEWSWORTHY STORY

— BUILDING A PR PLAN

The Calendar

- Set your goal for how often you want to be featured in the news.
- Set theme and topics that align to what's already happening at your organization

Outline Your Event/Angel

Who, What, Where, How, and Why

PR Assets

Offer visuals, Media Alerts, and Press Releases



BUILDING A PR PLAN

Write the Pitch

- What is the value of this information to the journalist or editor you're contacting?
- Why would their readership be interested in your event?
- How does this event fit with the style or focus of their publication?

Make A Media List & Research

Once you know which publications to target, identify the sections, writers, and editors who focus on the topics related to your event. Lastly, consolidate their contact information.



BUILDING A PR PLAN

Outreach

- Start Early - 4 / 5 weeks
- Follow Up - with a reporter (email, phone, social media) and the editor
- If they don't cover keep trying to connect for future stories.



THANK YOU

EMAIL:
ehfner@schultzwilliams.com

