

Sticky Stories, Branding, and the Art of Nonprofit Communications

ynpn Denver Learning Circle

Session 2: May 1, 2013

Today's Overview

- Newsletters, Annual Reports, Brochures
- Press Releases, Media Alerts, Op Eds
- Pitching a Story
- Tying It Together



Newsletters, Annual Reports, Brochures

Basics

- Audience: Who are you writing for?
- Frequency: How often is this publication produced or updated?
- Length: What are your space limitations?
- Content: Are there recurring stories or themes?



Newsletters, Annual Reports, Brochures

Improving What You Already Have

- What principles of stickiness could apply?
- Can you reduce the length?
- Think visually: Photographs, charts, graphs, use numbers and words to create graphic impact
- A little planning goes a long way



Newsletters, Annual Reports, Brochures

How to Manage it All

- Determine the audience/purpose of each piece
- Create an editorial calendar
- What content can be repurposed?
- Create standing heads
- Do a collateral audit for messaging consistency



Press Releases, Media Alerts, Op Eds

What is a Press Release?

- Written statement to the media
- Headline
- Body copy
- Boilerplate
- Contact information
- ### = the end



Press Releases, Media Alerts, Op Eds

What is a Media Alert?

- Invitation to an event
- Headline
- What, Who, Why, When, Where
- Contact information



Press Releases, Media Alerts, Op Eds

What is an Op Ed?

- Means opposite the editorial page
- Offers an expert's opinion
- Use for exposure, awareness, brand building
- Follow posted guidelines



Press Releases, Media Alerts, Op Eds

Content

- Clear, concise headline
- Is this embargoed or for immediate release?
- Follow any content requirements
- Keep the content simple and concrete
- Think like a journalist
- Include good quotes
- Write your ideal story



Press Releases, Media Alerts, Op Eds

Ensuring Success

- Don't send junk!
- Targeted—not blanket—send
- Use AP Style
- Keep at media kit handy
- Double check the guidelines
- Proof and proof again



Pitching a Story

Content

- Stick to one big idea
- Why this story? Why now?
- What makes your story/idea stand out?
 - Offer something more



Pitching a Story

Ways to Pitch

- Press releases, media alerts
 - Low risk, typically low return
- Phone call
 - High risk, higher return
- Social media pitches
- Tap into an existing media cycle or story line
 - Medium risk, higher return



Pitching a Story

Ensuring Success

- Pitch stories with substance
- Know your stuff
- Offer quotes, sources, interviews, stories
- Think visually
 - Photos, live shots, on location interviews



Tying It Together

Conclusions

- Who is your audience?
- What is the best format/delivery vehicle?
- Why this story? Why now?
- What content can be reused or repurposed?
- What works best for you and your organization?



Tying It Together

Thoughts? Questions?

For next week

Read Chapters 3 & 4 of Made to Stick; visit www.nonprofitmarketingguide.com/resources/articles and read at least three articles about online marketing, websites and blogs, email marketing, and/or social media.



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