

In this session, you'll learn:

1. What PR is and what it is not
2. Why PR is important for building your brand, raising awareness and fundraising
3. The importance of your call to action
4. How to build your story for the media
5. How to write a press release
6. Tips on reaching out to the media

What is PR?

Why is PR important?

Why is PR important?

1. It can bring your campaign to life
2. It can tell a real story
3. It's a way to share real results
4. It can educate people about what you do and raise awareness
5. It uses the power of emotion to create a connection with your supporters

Show your warmth
this winter



The Mission Australia Winter Appeal is on now. Please help us help homeless families like Brenda and her children.

Donate today

Call **1800 88 88 68**
missionaustralia.com.au



POSTAGE
PAID
AUSTRALIA

**“Mummy, why can't
we just go home?”**

Sample Name
Sample Street
Sydney
2000



I DO
MY OWN PR



THE FUNDING NETWORK
AUSTRALIA



Linda

Works in marketing
% of women close to
homelessness



Tom

Issues around resilience
How we helped his world

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NOVEMBER 23 2017

SAVE PRINT

Aussie legend Layne Beachley in Canberra next week to pack hampers at GG's Flowers

 **Megan Doherty** ✉ 🐦

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It's a series of events that have led to a "game-changing" moment for one of Canberra's favourite businesses, GG's Flowers.

The social enterprise, which employs people with special needs, has landed a big contract to supply more than 1000 Christmas hampers for travel giant Flight Centre.



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Pymble girl,
a leader of today
and tomorrow.**

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Australia's leading school for girls.**

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The importance of your call to action

Clear call
to action



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I DO
MY OWN PR



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How to build your story for the media



PHOTO



SPOKESPERSON

ADD CREDIBILITY

ADD COLOUR

ADD SUBSTANCE

BASE STORY

How to write a press release

Tips on reaching out to the media

Tip #1

Read the publication you want to get into and find the writer that writes about your issues area or non-profit space.

Read their stories so when you reach out to them you know what topics they cover.

Tip #2

Don't send the same email to multiple journalists. Find their first name and personalize the pitch to them and their areas of interest.

Tip #3

Journalists love stats. Find some recently published research, if you don't already have any yourself.

Tip #4

Use real people and case studies to bring your story to life. Use them to show the positive impact your organization is having on their lives.

Tip #5

Keep it local. Focus on media in your local area or areas within which you operate.

If you're a national charity, find case studies in areas you're working in and pitch them to local publications