

Community Fundraising Press Coverage Kit

Thank you for your efforts to create awareness and raise money for Ayiti Now Corp! Ayiti Now Corp inspires lasting change through education. The funds raised during your event will help Ayiti Now Corp continue its programs and mission.

Media coverage can be an important tool in making your event a success. It can help you reach members of your community who otherwise may not know about your event or about Ayiti Now Corp. Press coverage is a free, effective, and far-reaching tool. Generating press coverage requires only a small amount work compared to the number of people it can reach.

Promoting your idea is an opportunity for team building, growing your network, and connecting with people who care about your project. Enjoy the process and others will be as excited as you are! Consider what you can do every day, online and offline.

There are several ways in which effective press work can contribute to the success of your event:

- **Education** through the press coverage you generate will inform members of your community about your event, as well as about Ayiti Now Corp's mission.
- **Visibility** of your event will increase with press coverage, resulting in a higher level of community involvement in your event.
- **Inspiration** through press coverage can motivate and compel people to join you and Ayiti Now Corp in the fight to provide quality education.

This kit will walk you through easy ways you can generate useful press coverage of your event. It includes:

- Press Coverage Checklist and Timeline
- Creating an Effective Media Contact List
- Interview Tips and Ayiti Now Corp Information
- Sample Press Release

Suggested Press Coverage Checklist and Timeline

Beginning Stages of Event Planning

- **Designate a Press Person.** Choose one or more members of your group to take responsibility for generating press coverage.

Choose press person Name(s) _____

- **Create two media lists**

Advance media list: Generally, these media contacts need 3-6 weeks notice to post an event.

News media list: These contacts do not need as much advance notice.

For ideas of who to put on each list, go to the next document “Creating an Effective Media Contact List.”

Six Weeks Before Event

- **Mail, fax, or email a press release** and public service announcement (PSA) to your advance media list. In addition, call your local cable television stations and ask them to list your event on their community “bulletin board.”
- **Email:** Reach out to your supporters, friends, family, colleagues and classmates. Ask them to forward your email to their networks. Think about how you can be creative in your emails-- include anecdotes, pictures, and information about your progress. Don’t spam - avoid repetitive or identical messages. Contact any groups and organizations that you belong to (associations, clubs, etc.) and ask them to notify their membership through their email, newsletter, or other methods, and ask for their support.
- Send out press release
- **Designate a Social Media Person.** Choose one or more members of your group to take responsibility for creating accounts on social media websites such as Facebook, Twitter, Myspace and blogging websites. Social media is an easy tool that can be used to educate people on your event and Mercy Corps’ involvement.
- Choose social media person Name(s) _____
- **Social Media:** Broadcast your project and its unique URL on Facebook, Twitter, Flickr, blogs, etc. Find supporters with a lot of friends, followers, or readers, and ask them to spread the word. Reward your supporters with shout-outs, updates, and grateful acknowledgement. Thank anyone who mentions you or your idea with an @reply, direct message, or wall post. Share articles, photos and videos related to your cause to inform and entertain your audience. Change your profile picture and Twitter background to an image, logo, or text that relates to your idea. Utilize message boards and Facebook groups to reach a targeted audience.
- **In-person:** Consider promoting your idea at places or events that attract a lot of people who might be interested--e.g., college campuses, farmers markets, concerts, and sporting events. Find leaders, charities and businesses that are aligned with your mission, and ask them endorse your project and spread the word. Host events, and enable guests to vote while in attendance.

Four Weeks Before Event

- **Make follow-up calls to your advance media list** to confirm that they received your press release or PSA script. If they misplaced the first copy, offer to send them another. You may also wish to re-post your event on online calendars.
- Follow-up calls to Advance media list
- **Write a letter to the editor** of newspapers in your area. In 150 words or less, highlight your concern over the need for quality education. Encourage people to join your event and provide contact information and the date, time and location of your event.
- Write and send your letter to the editor
- **Create social media accounts** and set up event pages, groups, causes and blogs. Encourage your friends to join the groups and have them invite their friends. Begin posting, Tweeting, messaging and blogging about your event. Educate potential guests about Ayiti Now Corp and your event. Post facts, not opinions, and remember to check for accuracy especially when using Ayiti Now Corp's name.
- Post, Tweet and message

Two-Three Weeks Before Event

- **Advertise in your community.** Create fliers to be distributed to community centers. Good places to put flyers are schools, community recreation centers, youth clubs such as YMCA, churches, synagogues or other places of worship, coffee shops, local movie theaters, grocery stores, and department stores. Think of any place or event that would attract a significant number of people from your community.
- Distribute fliers
- **Mail, fax, email or deliver your press release to the news media contacts** that may write an article on your event.
- Send press release to news list

One Week Before Event

- **Make follow-up calls to your news list** reminding them about your event and convince them it deserves press coverage.
- Follow-up calls to news list

- **Assign someone to take photos during your event.** Submit the photos, including captions, and an updated press release to interested media sources after your event.
- Assign event photographer Name _____
- **Repeat follow-up calls to news list as a last-minute reminder of your event.** Inquire as to whether they are sending someone to cover your event. If so, ask if they will need any special arrangements.
- Place last-minute follow-up calls
- **Post, Tweet, message and blog!** Educate people about your event and remind them that the date is quickly approaching.
- Last-minute social media reminders

After Event

- **Collect press and video clips.** Collecting and reviewing all media coverage of your event is a perfect way of recording the success of your event and can aid in your next one. Please send a copy to Ayiti Now Corp as well.
- Collect all media coverage of event

Creating an Effective Media Contact List

Creating press lists for print, television, and radio contacts can be accomplished with a little research. Research local newspapers, television, and radio stations and write down the names and contact information of journalists who may be interested in your event. As mentioned in point two of the press coverage checklist, create two separate media contact lists, because the two groups you will want to contact have significantly different deadlines.

Your first list to create will be your **advance publicity list**. These sources often require much more notice in order to get your event posted. This list includes:

- Calendar Editors and Public Service Directors at local television, radio and cable stations.
- Online Calendars allow you to post your event yourself.
- Email distribution groups you belong to (church groups, schools, etc.)
- Email your event information to events@haiti-now.org and we will post it on the Events page of the website.

Your second list to create will be your **news coverage list**. These will be people with deadlines ranging from two weeks to a few days before an event. These people can provide longer, more detailed stories about your event. This list includes:

- News editors
- Reporters
- Columnists
- Assignment editors
- Bloggers

Here are some ideas to help you compile your media contact information:

- **Check your yellow pages or search the Internet** for the listings of newspapers, television and radio stations in your area and call them to get the names of the people you should contact about your event.
- On the **Internet**, look for local or national websites that attract a lot of traffic and/or visitors who would be interested in learning about your event. Sign up for free accounts on the following websites to post your event:
 - · www.idealists.org
 - · <http://www.worldpulse.com>
 - · www.craigslist.org
 - · <http://eventful.com>
 - · <http://upcoming.yahoo.com/event/add>
 - · <http://www.zvents.com/listings>
 - · <http://thingstodo.msn.com/listings>
 - · <http://www.oodle.com/post>
 - · www.ComeSeeMyShow.com
 - · <http://www.facebook.com> (Create an Event, Group and Cause)
 - · <http://www.twitter.com>
 - · <http://www.myspace.com>
- For **daily newspapers**, get the names of people such as calendar editors, features editor, city editors, educational reporters, and religion reporters...basically anyone who would be interested in a story about your type of event.
- For smaller **community weekly publications**, get the names of calendar editors, features editors, and news editors.

- For **radio stations**, get the names of the news director, assignment editor, and public service director (if you chose to produce a public service announcement for your event).
- For **television stations**, get the names of the assignment editor and public service director.
- For **email distribution**, consider mailing event details or a copy of a flier (if you have created one) to the email distribution lists that you are currently on. If you send a file, be sure to copy and paste all the event information into the email body so that the reader can easily ascertain the important details.
- **In the weeks prior to your event**, read your local newspapers, listen to various radio stations, and watch different television news programs. While you do this, pay attention to the names of journalists, radio and television hosts or programs that cover stories related to your event and add them to your list. For example, stories that focus on international, humanitarian, women's issues, and human-interest stories, are good places to start.
- **College and high school newspapers** are great publications to contact because they are generally in need of good stories to publish. To get in contact with the newspaper staff, call the school's main telephone line and ask for the news office and the names and numbers of the news and contact editors.
- **Sending your press release to alternate media sources** can be helpful in getting the word out about your event. Church bulletins, company newsletters, community events calendars and special interest publications (such as ethnic, political, small-scale progressive magazines, etc.) are all good sources to contact.

In case a reporter asks you to do an interview

make sure you familiarize yourself with our programs. Be prepared to speak about your event and your goals. Remind yourself that you know more about Ayiti Now Corp and your event than the interviewer does. If you are unsure of the answer to a question, ask for the interviewer's deadline and contact Ayiti Now Corp. If the reporter would like to speak with a Ayiti Now Corp staff member, have them call us at (786) 664-7747.

Especially when interviewing for television or radio, try and keep your answers brief and to the point. If you feel the interviewer is not fully understanding what you are saying, refer back to what you feel are the most important points. A good way to phrase this is to say something like "Most importantly..."

Think through answers to the following questions to prepare for the interview:

- What is the goal of your event?
- What exactly will you be doing at your event?
- Where will the proceeds go?
- What is the message you want to send to your community?
- How can people get more involved?

- What motivated you to put on the event?

Ask the reporter to include our phone number and website so readers, listeners, or viewers can find out more about Ayiti Now Corp.

Phone: (786) 664-7747

Website: www.haiti-now.org

Sample Public Release

FOR IMMEDIATE RELEASE

Miami Beach, August 14, 2012

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GROOVE ON & MOVE STRONG For The Book Bank Program In Haiti

PLACE & TIME: SOBE LIVE 1203 Washington Ave Miami Beach, Fla. AUG 25, 2012 6 to 10PM

SUMMARY: 75% of Haitian kids do not have **School Books**. Ayiti Now Corp invite you to a **fundraising event** to provide orphans, restavek and kids under extreme poverty with **School Books**, Instructional Programs, School Supplies for the school year 2012-13.

Ayiti Now Corp is in the running to **fund-raise \$7400**. Ayiti Now Corp has asked the community to participate to directly impact more than 200 poor kids attending 1st to 6th grade in St Marc Haiti. Ayiti Now Corp proposes to use all the funds to increase the quality of **education**, and needs your **participation** to raise the money!

Ayiti Now Corp is sponsoring continuing education for teachers and empowering the class room, students and teachers with didactic material. In association with the principal and teachers of each school, Ayiti Now Corp compiles a list of the **School Books** needed and directly purchases the materials in Port Au Prince, Haiti. The materials are then delivered directly to the children ensuring proper distribution and ensuring Ayiti Now Corp's ability to properly monitor the materials. A detailed database inventory of each **School Book** and each recipient is kept and monitored by Ayiti Now Corp on an ongoing basis. All **School Books** will be retrieved and redistributed to new students each school year. The value provided by the **School Book** Bank is everlasting.

Ayiti Now Corp is a Miami, Florida based 501(c)(3) non-profit organization founded in January 2010 dedicated to empowering kids under extreme poverty through **education**. Ayiti Now Corp is the first NPO to develop a **School**

Book Bank social investment model viable worldwide. In Haiti, Ayiti Now Corp launched the pioneer program in November 2010. The **School Book** Bank serves kids under extreme poverty without discrimination as to race, color, national origin, ethnic group, religion, creed, gender, disability. All the **School Books** are cataloged, distributed, retrieved, re-distributed yearly directly to the kids. By promoting custodianship Ayiti Now Corp entrusts the children with the capacity to maintain the books; this builds self-esteem, instills responsibility and enables the longevity of the books.