After Black Friday & Cyber Monday...

GIVINGTUESDAY™
December 3rd, 2019

MEDIA & PR TOOLKIT

GivingTuesday.ca | #GivingTuesdayCa
GivingTuesday is a great opportunity to secure news stories and raise awareness for your organization and everything it does to benefit the community. Below are some tips on how your non-profit can be part of the GivingTuesday news and tell its story to the media.

1) Start planning now
Start your media outreach early to give media enough time to write about your organization prior to GivingTuesday.

2) Know the story you want to tell
If your organization gets into a news story about GivingTuesday, what would you want the article to say? Think about this and then work backwards to craft some simple key messages to help you tell that story. Make sure to include at least one key message about what GivingTuesday is at the national/global level to connect your local story to the overall movement.

3) Develop media materials
Whether it's a news release, an event advisory or even just a paragraph of information in an email, developing a compelling story will help pique media's interest in your news. Focus on the most important or interesting details first and always include your key messages. Don't forget to include the 'who', 'what', 'where' and 'why' of your story, as well as your contact information so media can easily reach out for more details or to set up an interview. You can check out examples of news releases and advisories at newswire.ca.

4) Pick a media spokesperson
Your spokesperson will truly be the face (and voice) of your campaign, as they will share your organization's story with the media. Make sure to pick a spokesperson who has media experience or is comfortable speaking in front of a group and on camera, and can confidently speak to media about your organization and your GivingTuesday activities. You may also want to choose a second spokesperson who has had a positive experience as a result of your organization, so that they can tell their story. As media often work on tight timelines, your spokespeople should also be readily available to take part in interviews even with limited notice.

5) A picture is worth a thousand words
Having a great photo or video is a compelling way to tell your story. Think of visuals that showcase your organization in action and the impact it has on your community. If your GivingTuesday activities include an event, make sure to create a great visual moment that makes it easy for media to get their own photos or videos if they attend.

6) Get the right contacts
Taking the time to determine who you should contact prior to starting your media outreach can save time in the long-run. Start by looking at the 'contact us' section on each media outlet's website as it may include a list of editors and even reporters. Most outlets will also have a general newsroom or assignment editor you can contact, which will help ensure your story is seen. Don't forget to ask colleagues, friends or even family if they already have a relationship with a local reporter that can be shared.

7) Pitching media
Once your media materials, contact list and spokespeople are ready, it's time to reach out! Start by sending your information by email and then follow-up by phone. Speaking with a reporter over the phone is a great way to share your story about why they should cover your organization. Try to connect with media in the morning, prior to when they are on deadline. When inviting media to an event, make sure to share the details several days in advance so they have plenty of time to organize their attendance.

8) Practice makes perfect – the media interview
Interviewing with a reporter is a great opportunity to bring your story to life! Interviews may be by phone or in person, live or taped and for print, television or radio. Regardless of the format, practicing what you want to say and taking part in 'mock' interviews with a colleague can be a great way to prepare.