



Generating Publicity for Your Save the Children Event

A step-by-step Guide to Publicizing Your Event

Research

A well-planned publicity campaign can help attract people to your event and raise public awareness about the issues being addressed. Before you publicize your event, you must know your target audience. Save the Children has helpful tools on our website for planning an event; these can be found at: www.savethechildren.org/schools_communities

1. Nominate a Press/Publicity Officer

Choose a spokesperson who can absorb facts quickly and share your message in a clear, concise, and enthusiastic manner. Ensure they will be available in the weeks before, during and immediately after the event. Find out what other events are being organized in your area—a joint press office and/or publicity campaign may be possible. The press officer is responsible for the following:

- keeping a record of who has been contacted and what was discussed
- monitoring media coverage before, during and after the event
- keeping everyone informed before, during and after the event
- circulating press releases, briefing notes and copies of all media coverage
- keeping a record of the media who attend the event
- thanking journalists who covered the event

2. Research your target audience

To market your event effectively you need to understand your audience. It may be helpful to identify someone who represents your target audience and ask them how they learn about local events and what events they attend. Call your local paper and ask what type of event or angle it is most likely to cover.

3. Market your event

You can have several marketing approaches, designed to appeal to different audiences. Consider how different audiences would respond to the way information is delivered (e.g., e-mail, paper invitations, social networking, flyers) and how you present the information.

4. Draw up basic information

A useful first step is to draft a short text that can be used as a basis for promotion (see Appendix A for a summary of the Haiti earthquake and Save the Children's response.) Since people read from left to right and top to bottom, the most important information should go at the top and the least important at the bottom right. The title/headline should refer to the information most likely to catch the attention of your target audience. Once you have a standard text, you can adapt it for invitations, posters, e-marketing and press releases.

Promotional methods

All printed materials (invitations, letters, flyers, posters, advertisements) should be designed with the target audience in mind—this may mean having a number of different versions for the same event. Local colleges or universities with graphics design programs can be a source of professional design at minimum cost, as students may be interested in creating the materials as part of a project. The following are examples of ways to promote your event:

1. Networking

Network with personal and professional contacts, community groups, local businesses, local press, and associations with shared interests.

2. Invitations

Invitations are a good way to reach audiences such as schools, VIPs, clubs, colleagues, and friends. You may wish to include other promotional material (e.g. flyers) with your invitation.

3. Mass Mailings

If the target audience is a small, easily identified group, (i.e. local schools), the most effective means of promotion may be direct mail—sending a letter and/or flyer.

4. E-marketing

You can promote your event via e-mail, text messaging, Facebook pages, or websites. Save the Children has an “events” page on its website. The text messages should always be in the body of the message—many servers reject messages with unknown attachments. The website for your school, town, Rotary Club, or local listings are good places to start.

5. Flyers, Banners, and Posters

Flyers can be distributed through the mail, handed out, or displayed at libraries, shops, schools, and clubs. Banners should be displayed in prominent places such as the outside of buildings. Check whether you need permission from the local council or business to post flyers, banners, or posters. In order to direct the maximum amount of funds to children in need, Save the Children can not supply these materials or underwrite printing expenses.

6. Acknowledgements

Please acknowledge Save the Children in any promotional material you create. This could be done by mentioning the agency or by completing the Save the Children Logo Permission Form and using our logo.

Using the Media

If the target audience is the general public or a large, broad group, local and national media may be a useful. Ideally, newspapers, and possibly radio and television, could run a story beforehand as well as cover the event.

I. Prepare a media list

Many local media organizations will have web sites with contact information; libraries may also have media directories. The list should include local and regional daily and weekly papers trade journals, magazines, freelance journalists, radio and television stations, popular websites, local organizations that create newsletters.

Next, identify the right contacts. For the printed press this is probably the news editor or the features editor, although the event may be interesting to others, e.g. the science or education editor. For broadcast media it is probably best to contact the forward planning department. TV, radio and the printed press all have fixed deadlines, so find out the deadlines for everyone on the list. Feature articles in a magazine may have deadlines that are several weeks ahead of publication. Daily papers continually work on the next day’s edition, and weekly papers usually have a Tuesday deadline for a Friday publication.

2. The printed press

There are various ways to inform and involve the press. Remember that journalists' needs and interests are different from those of the audience. It's important to provide journalists with information well in advance.

Press Releases

Send a press release to journalists no later than five working days before the event and call to follow up 2-3 days after sending. (See Appendix B for a generic press release for the Haiti earthquake.) A standard press release should be one and one-half or doubled-spaced and be a maximum of two pages. You should also:

- use wide margins
- use capital letters for names, with titles in lower case, *i.e.* director
- write short sentences and state facts rather than opinions
- avoid technical terms, jargon, exaggeration and flowery prose
- include day and date of release at the top
- include who (your group), details of event, why it is being hosted
- include a quote from someone involved in the event
- include your name and contact details (address, telephone, fax, e-mail and www) at the end
- include any relevant photographs - but if distributing the release by email it may be preferable to write 'images available from [your name and contact details] on request'

Press briefings

This is an event to inform the media about what you will be doing, which should last no more than 45 minutes (30 minutes for speakers and 15 minutes for questions). A weekday morning several weeks before the event is the best time to arrange the briefing. Here is a suggested format:

- invite the media by email/fax one week in advance
- call several days in advance to confirm who will be attending
- prepare a press pack containing: press release(s); information about Save the Children, information about the Haiti earthquake, event details, and contact information
- set the room up as an auditorium, with the speaker(s) in front.
- ensure a microphone or overhead projector etc. are provided if required
- journalists may wish to talk to the speakers afterwards, so ensure they are available
- make sure there is an empty, quiet room available for radio interviews afterwards
- begin with an introduction from a chairperson, followed by a brief explanation from each speaker
- mail the press packs to anyone who does not attend and include a sheet of Frequently Asked Questions (FAQ's) that were asked at the briefing.

Advertising

Media may be more prepared to include a piece about an event that is also advertised with them. Advertising means accurate exposure is guaranteed for a particular time and place. Ask whether the paper may donate space or provide a discount for advertising charitable events. Check whether the paper lays out the artwork for ads. Send the exact

wording and suggested layout in digital and printed format. Always ask to see a proof if possible.

Supplements

Many publications produce monthly/weekly supplements around specific themes. Find out the schedule and you may be able to contribute with editorial content or advertising.

Other options

- The listings page is often free, although it often has a long lead time.
- The Letters to the Editor page can also be used if features and news journalists seem reluctant to cover the event.

Ask the publication if you can submit an “op-ed” piece or column for the editorial page.

The broadcast media

Organizing radio and television coverage is very similar to working with the printed press. Contacts from your media will require similar information to that in the press release. Deadlines need to be observed, although the broadcast media is often more flexible—local radio can run an interview on short notice, although this is not recommended; a television film crew needs time to set up.

Interviews

Before an interview, gather some basic information:

- prepare the main message you want to get across—have three main points to keep it concise.
- is it a live or recorded interview? (live is more challenging, as you have to be right the first time; pre-recorded interviews are , more flexible although you have no control over the final editing).
- who is the audience? How much will they already know about the subject?
- how long will the broadcast last?
- where will the interview take place? Would the crew be prepared to go to the spokesperson? If for radio, could it be conducted over the telephone?
- discuss the subject of the interview *beforehand* and ask what the first or the main questions will be.
- for telephone interviews request that the interviewer call your number and then pass the call to the interviewee yourself—this avoids the risk of the interviewee being unprepared.
- do not forget to mention Save the Children.
- give the venue, date and time of your event.
- if on TV, avoid dark glasses and patterned clothes.

Syndicated features and interviews

A syndicated feature is an article/broadcast that appears in a number of publications owned by the same media group. It is worth finding out a media group’s policy on syndicated features before approaching them. Some publications are highly competitive and will not accept identical articles.

Send a letter with full details to the syndicated features editor suggesting they might like to use the information as a basis for a feature. Bear in mind the different ways of packaging the event that might appeal to the editor. Syndicated radio interviews are very similar, where companies

produce a short taped interview and sell it radio stations. A local independent radio station may be able to suggest someone to contact.

If anything is unclear, or you would like additional information, please email getinvolved@savechildren.org.

APPENDIX A: Haiti Earthquake Overview

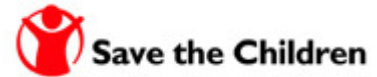
Save the Children is responding to the needs of children and families in Haiti after the devastating earthquake on January 12, 2010. The earthquake was the worst in Haiti in over 200 years. The death toll has been estimated to be between 50,000 and 100,000 people. Large sections of the city of Port-au-Prince were left in ruins.

Children are particularly vulnerable in any emergency, and there are many thousands of girls and boys in Port-au-Prince and surrounding communities whose families lost their homes and all possessions. Children are also at great risk of diseases and malnutrition. They also have experienced an event unlike any other in their lives, which can create great stress and the need for emotional support as they recover.

Save the Children is an internationally recognized leader in responding to emergencies, and we have been working continuously in Haiti since 1978. Our first priorities are to address the shelter, food, health, sanitation, and protection needs of children and families. We are distributing food, water, lifesaving medicines, and other basic necessities to survivors. In the coming weeks we will also be opening Child Friendly Spaces in temporary camps of displaced persons so that children can participate in safe, structured play and recreational activities.

Save the Children has also made a five-year “build back better” commitment to help children and families recover from this devastating disaster. We plan to help restore education and health systems, address water, shelter and sanitation needs and help impoverished families regain income-generating activities.

APPENDIX B: Sample Press Release



Title Here

Contacts:

Your name/email address/phone number (office); phone number (cell)

WESTPORT, Conn., (Date 2010)

Save the Children was among the first agencies responding to help survivors in the capital city of Port-au-Prince since the quake. Our staff was well-positioned for this immediate response, because the agency has worked in communities throughout Haiti for more than 25 years, providing education, health care and other services to children and families.

To date, Save the Children has distributed hygiene kits to survivors and medical supplies to local hospitals and medical clinics. Our staff avoided the logjam at Port-au-Prince's airport by shipping a truckload of supplies from the neighboring Dominican Republic. Desperately needed medicines have gone to the Hospital de l'Espoir (Hope Hospital). Save the Children has also delivered food, water, hygiene kits and household supplies to an estimated 2,000 children and families in need. But many more children will require our assistance in the months and years to come. Save the Children is committed to Haiti's long-term recovery.

Save the Children has received consistently high marks in financial management and program efficiency from charity watchdogs, such as Guidestar, Charity Navigator and the Better Business Bureau. And the American Institute of Philanthropy (AIP), which recently announced its top-rated list of charities involved in Haitian earthquake relief efforts, gave Save the Children a solid A.

Become a partner in Save the Children's Haiti Earthquake Children in Relief Fund by calling 1-800-728-3843 or visit our website, www.savethechildren.org. Or text the word SAVE to phone number 20222 and \$10 will be charged to the cell phone account. Callers can text up to three times from the same cell phone. Standard messaging rates apply. (U.S. only)

Save the Children is the leading, independent organization that creates lasting change for children in need in the United States and around the world. Save the Children USA is a member of the International Save the Children Alliance, a global network of 29 independent Save the Children organizations working to ensure the well-being and protection of children in more than 120 countries. Follow us on [Twitter](#) and [Facebook](#).

Appendix C: Frequently Asked Questions

Q: Can I say a portion of proceeds of my event go to Save the Children?

A: No, you must state that either your event is “benefiting Save the Children” or a “donation will be made to Save the Children.”

Q: How much of my donation will go toward emergency relief?

A: In Save the Children’s Fiscal Year 2008, on average, 92 percent of all expenditures support program services. 92 percent is an average for all of Save the Children’s programs worldwide.

Q: Can I bring canned food or blankets to the event to donate?

A: Bulk donations of items for hygiene and shelter are needed. We may need bulk donations of household goods, toys, school supplies and clothing later. However, in general, purchasing basic relief supplies closer to the area of need is more cost-effective than transporting goods.

Q: Do you need volunteers?

A: At this point, we cannot accept volunteers since our staffing needs will mainly be overseas where we will recruit people with the specific language, cultural and technical skills needed in that location. You may want to contact the Center for International Disaster Information website at www.cidi.org or call 703 276 1914 for other volunteer opportunities.

Q: How do I submit the contributions I collect?

A: Save the Children accepts checks, money orders or credit card donations. Checks and money orders should be made payable to Save the Children, with the note in the memo section: Haiti Emergency Relief. We recommend sending one check from an organization collecting multiple donations. Please send the completed donation form to the address below. Once received, we will mail out a receipt within two weeks noting the tax-deductible nature of the donation.

Save the Children
Gift Processing
54 Wilton Road
Westport, CT 06880

Q: What do I need to know about tax receipts?

A: Save the Children follows U.S. tax regulations regarding the issue of income tax receipts. Charitable tax receipts are issued to individuals for contributions of \$250 or more. (Please note that Save the Children reserves the right to audit all event revenues and expenses to ensure we comply with U.S. tax regulations. Please save all receipts in the event that this is needed.)

Q: Where can I find additional Save the Children legal and financial information?

A: A copy of Save the Children’s *Legal Disclosures* is included in this package. You can also access this information on our website at: www.SavetheChildren.org/legal.

Q: What is Save the Children’s Tax ID?

A: 060726487

Q: What was the nature of the disaster?

A: At 5 p.m. on January 12, a 7.2 magnitude earthquake struck the impoverished island nation of Haiti. It was centered 15 miles from the capital of Port-au-Prince. Over 3 million people have been affected and the death toll is estimated to be between 50,000 and 100,000. Save the Children staff report that roughly 50 percent of all homes in Port-au-Prince were damaged or destroyed, and many schools and hospitals were also damaged or destroyed.

Q: What experience does Save the Children have in Haiti?

A: Save the Children has worked in Haiti since 1978, primarily in Port-au-Prince and the Central Plateau region, providing health, education, protection and food security programs to vulnerable children. The agency also has responded to other recent disasters in Haiti, including a series of four tropical storms in 2008. This positioned us to respond immediately after the earthquake. International relief experts from Save the Children are also in Haiti.

Q: Is Save the Children working with other agencies?

A: Save the Children is coordinating with the UN, Haitian government and other partners.

Q: What is the situation like in Haiti, especially for children?

- A significant number of children in Haiti lived in poverty and on the verge of malnutrition even before the earthquake.
- In any disaster, children are especially vulnerable to illness, malnutrition, and abuse.
- All children in the area have experienced a great shock and are likely to be in need of emotional support now and for many months to come.
- Most main roads are now opened in Port-au-Prince. However, there are few trucks available to move supplies and there is limited supplies of fuel.

Q: What is Save the Children doing to help?

- Our priorities are to meet the immediate needs of children and families with a focus on providing food, water, shelter, and ensuring children separated from their families are safe.
- Save the Children is distributing urgently needed supplies such as food, water and medicine, and “kits” of hygiene supplies to families.
- Child Friendly Spaces will be opened in camps of displaced families so children can take part in supportive activities and recover from what they’ve experienced.
- Save the Children has a supply of nutritious Ready-to-Use food – which needs no cooking or clean water – that we plan to use to help feed young children at risk from malnutrition.
- As conditions allow, Save the Children will also provide education to children.
- Save the Children has committed to a five-year “build back better” initiative in Haiti.

Q: Can I link to your website?

A: Information on how to link to our website is available online at:
<http://www.savethechildren.org/policies/banners.asp>

Q: Can I use the Save the Children Logo?

A: Yes. Please fill out the attached Logo Permission Form to use the Save the Children logo.

January 18, 2010

Re: Use of the Save the Children's Name and Logo

Dear Friends:

Thank you for your support of Save the Children and your desire to organize a fundraising event to raise contributions, (hereinafter referred to as "Event" or "You" and "Your," as appropriate). In connection with the Event and the benefit to Save the Children, you may use Save the Children's name and logo, subject to the terms and conditions of this letter.

It is our understanding that you will collect donations from the Event and deliver them to Save the Children. We also understand that you intend to use our name and logo only in connection with the marketing and promotion of the Event to the general public.

You may use the name and logo in the United States, its territories and possessions, from the date of this letter until July 31, 2010, in accordance with the terms of this letter, unless Save the Children, in its sole discretion, and exercising reasonable judgment, determines that your use of our name and logo is inconsistent with this letter, outside of the scope of this permission, or otherwise jeopardizes Save the Children's ownership and/or rights in and to the name and logo or Save the Children's reputation or ability to conduct its business.

Please mail, email or fax this form back to Save the Children, completed with your contact information.

Manager of Community Engagement
54 Wilton Road
Westport, CT 06880
getinvolved@savechildren.org
Fax: 202-640-6950

Again, thank you for supporting Save the Children, your generosity is greatly appreciated. Please contact me should you have any questions or comments.

Sincerely,
Elle Russell
Manager of Community Engagement, Resource Development

Permission to Use Logo Form

Contact Name: _____ Phone: _____
Organizing Group: _____
Address: _____ City: _____ State: _____ Zip: _____
Name of Event: _____ Date: _____
Event Location: _____ City: _____ State: _____

I agree to use Save the Children's name and logo solely in accordance with the terms of the letter.

Signature

Date