



# Marketing Your Non-Profit Organization

**PBAF**  
PERMIAN BASIN ADVERTISING  
FEDERATION

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This is a publication of the Permian Basin Advertising Federation. The information in this guide was compiled from a seminar hosted by PBAF professionals from the advertising community. We hope this publication will assist you in the marketing of your organization. The PBAF is dedicated to our community, through education and promotion of advertising in the Permian Basin.

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# Creating a Public Image

## How to Stretch Those Dollars and Still Create an Image for Your Non-Profit

### 1. KNOW YOUR PRODUCT OR SERVICE.

You can't sell something you don't understand.

### 2. DEFINE YOUR TARGET AUDIENCE.

What are their ages, sex, income level? You also need to know why they do what they do because those are the things you need to appeal to so you can get your message across. What's the one thing that separates you from everybody else you compete with? That's what gives you the advantage over anyone else. It also helps you decide what media to use to get that message across.

### 3. PLAN AHEAD!

\* **Start the process early.** Put the plan in place, and work that plan. Your plan should be at least 6 months to a year ahead. Don't fly by the seat of your pants or that's exactly where you'll end up.

\* **Be realistic.** Don't try to be all things to all people. Pick the top three mediums and focus on those. It's better to do three mediums well, than six poorly.

\* **Quick/Cheap/Good Triangle-** You can have two of the three. The one thing you have control over is time, so if you need good and cheap, then don't try to be fast, or it'll cost you more.

### 4. LINE UP SUPPLIER/MEDIA PARTNERS THAT HAVE A TRUE INTEREST IN YOUR AREA.

Sing their praises and let the community know you appreciate them. Those marketing partners can get you the most out of the few dollars you have to spend.

### 5. ESTABLISH A BUDGET.

\* Don't expect everything to be free. 3-5% of the annual income is what most businesses spend on advertising. Use your dollars on the people who will give you the most bang for your buck.

\* Allow for some dollars to cover hard costs incurred by suppliers. Time is easier to donate.

\* Let your supplier partners get involved early. They can help you save money.

### 6. ALWAYS BE COURTEOUS AND PROFESSIONAL WHEN REPRESENTING YOUR ORGANIZATION.

How you act is part of your organization's image. If someone can't help you this year, don't burn that bridge. Because next year they might help you. You may not have any idea what commitments they already have.

### 7. INVOLVE SOMEONE ON YOUR BOARD OR COMMITTEES THAT HAS WORKING KNOWLEDGE OF ADVERTISING AND THE MEDIA.

### 8. KEEP YOUR ORGANIZATION'S NAME IN FRONT OF THE PUBLIC THROUGH ADVERTISING, PR AND WORD-OF-MOUTH.

Advertising is about consistency, repetitive images, and the same story being told over and over again. You can change the creative, but don't lose sight of what your mission is. Say it again, and again, until you are sick of it. The best advertising campaigns are year after year after year.

### 9. CONSTANTLY ANALYZE WHAT WORKS AND WHAT DOESN'T.

### 10. THINK OUTSIDE OF THE BOX.



# Advertising on a Budget

## **DEVELOP A RELATIONSHIP.**

1. Introduce yourself.
2. Deliver press releases and packets in person.
3. Maintain contact year-round.
4. Be friendly, available, and personable. Be the first person a reporter will think of when he/she needs a quick interview. Be ready to talk anytime.
5. Educate the media on your agency and its services by involving them. Give them a sense of accomplishment and contribution in addition to helping you get your message out.
6. Never assume that it's their job to help you. Each medium gets hundreds of requests for help each year. They help because they want to, not because they have to.

## **BE CREATIVE WITH NEWS RELEASES, INVITATIONS, AND PRESS KITS.**

1. News organizations get hundreds of requests each week. Make yourself stand out with a creative package. Colorful paper, or an inexpensive give-away item that ties into your cause can get you noticed over someone else.
2. Send them to everyone. Send to the Public Service Director, News Director, Assignments Editor, Promotions Manager, General Manager, DJs, anyone you think would be interested. The more people you send it to, the more likely it will be to get noticed. Also, it is very likely that if you send it to one department, it will never get to another.
3. Make press packets simple and easy to understand.
4. Have all information included: Who, What, Where, When, and Why.
5. Ask specifically for what you would like in a cover letter.
6. Make press releases one page if possible.

## **PUBLIC SERVICE ANNOUNCEMENTS FOR BROADCAST:**

There are several different types of public service announcements:

### **1. PRODUCED TELEVISION & RADIO SPOTS:**

For these spots you will need a script, or an outline for your contact (most likely a Public Service Director) to write the spots for you. Be ready to provide logos for the event, your agency, sponsors, etc. If you have a flyer or poster, provide that. If your event involves a band or speaker, offer photos or music cds if available. Make sure you include the who, what, where, when, and why plus a phone number people can call for more information. Contact should be made at least 1 month prior. Spots will probably run 10 days-2 weeks.

### **2. COMMUNITY CALENDAR:**

Send news release or flyer with pertinent information. 30 second announcements are produced featuring several events for the week.

### **3. MORNING & TALK SHOWS:**

Most morning television news programs and radio programs accept live guests. Call to schedule at least one month in advance as the calendar books-up quickly. Also send information to morning anchors and DJs for live announcements on the air.

### **4. PRE-RECORDED ANNOUNCEMENTS:**

Television is happy to accept and run pre-recorded announcements as long as it is not sponsored by another television station. Radio and Newspaper sponsors are welcomed on television. Some radio stations will sponsor events together, and some will not sponsor with a direct competitor. It is best to ask your contacts for their guidance. PSAs from your national office are accepted, but be sure to ask for a local tag with your local telephone number. Radio prefers scripts to pre-recorded messages.

### **5. NEWSPAPER:**

Give dimensions and dates for ads to run in the newspaper. Again, provide necessary information and graphics.

## **PUBLIC SERVICE ANNOUNCEMENTS VS. SPONSORSHIPS:**

This is a very tough decision. When do you offer an exclusive sponsorship over a psa? There are no strict guidelines. You will need to consider your knowledge of the media, your relationship with a particular media outlet, your cause, and negotiating skills. The more experience you have, the easier it will be to make those decisions.

## **SPONSORSHIPS:**

1. The benefits of an exclusive sponsorship are: You usually get more of a buy-in from the media sponsor. You are likely to get public service announcements, more news coverage, and live shots prior to your event.
2. Do your research to see which broadcast mediums have the viewers you are looking for. Who has the most viewers? Are you trying to reach men, women, children, or seniors? Which stations do they listen to? Do they read the newspaper?
3. Another benefit is that with your media sponsor's permission, you can use them as leverage for your money sponsors. You can promise your money sponsors logos on TV, radio, and newspaper. Make sure you follow-up with the media to insure they are aware that the sponsors need to be included.
4. Be patient. Remember that most stations and newspapers are juggling several projects and sponsorships. They are doing the best they can to keep everyone happy.
5. The most likely persons to contact for approval are the General Manager, Promotions Manager, Public Service Director, News Director, even a friend who works there who can run the traps for you. Come prepared to meetings with a professional press kit or request in writing.
6. Sell, sell, sell. You probably have 1-2 minutes to get their attention. What's the hook for their media? Maybe it's literacy for the newspaper, or a great interview from a real person with an incredible story for television. Don't pit one competitive media against another in a bidding war. It will usually back-fire on you.

## **WHAT DO YOU WANT FROM THE MEDIA SPONSOR, AND WHAT WILL YOU GIVE THEM IN RETURN?**

1. Tell them what you want: psas, news coverage, live shots, talk show appearances, or emcees. When scheduling a personal appearance by local talent, call them direct. They keep their own calendars, and are more likely to say yes. But remember, they also get dozens of requests each week, so if they can't do it this year, build that relationship for next year.
2. Offer your media sponsors logos on posters, invitations, flyers, signs at the event, or on other media sponsors. Just remember to follow-up since other sponsors sometimes fall through the cracks. You can also offer them tickets, an ad in the program, or a table at your event.

## **IF YOU HAVE A CASH BUDGET, SHARE IT WITH THE MEDIA THAT GIVES YOU THE MOST.**

1. It happens all the time. Organizations spend their money on the media or services that won't give them a break, and takes advantage of the media that will. Many times the agencies will even innocently say they are spending money on another medium or service, or even worse ask to send the free work to a medium or service that is charging. Take care of the media sponsor that takes care of you. Use your cash budget to buy prime TV or a radio remote which you probably won't get on a regular psa schedule.
2. All media will bonus, but ask to be put on the general psa list also.

## **THANK YOUR MEDIA SPONSORS.**

1. Send thank you notes.
2. Give them tickets, recognition in programs and at events.
3. Take goodies with you to your interviews, or when hand-delivering news releases or psas. Little things go a long way.
4. Hug them in the grocery store.

## **SUMMARY:**

1. Know your media
2. Prepare
3. Negotiate
4. Provide Information
5. Follow-up and give reminders
6. Thank them



# Dealing With the Press

## **IS IT NEWSWORTHY?**

Don't call for everything you do. Ask yourself if it's something the media would be interested in covering. Will their audience be interested? Is it visual? A good story needs pictures.

## **REQUEST FOR COVERAGE**

Prepare a news release. Include the who, what, where, when, and why. Sometimes you are requesting the media's attendance at a news conference. Sometimes you are promoting an event, and sometimes you are simply giving them a story idea. If your news release is time sensitive, include a date, but it is best to wait to release information until you are ready to handle it. Most news outlets will file your request by date. Each day an Assignments Editor goes through the file and makes the decisions on which stories get covered.

## **NEWS CONFERENCE**

Create an agenda. Identify the key players and the correct spellings on their names and titles. This is especially helpful if a reporter comes in mid-way, or a photographer comes alone. Greet them at the door so you can brief them on what's happening.

## **PRESS KIT**

Prepare a press kit or news release. If there is a news outlet that doesn't make the news conference and you think they would be interested, fax it over immediately. If you know they cannot make it, you can send it ahead of time. Give them plenty of information. For a reporter working on a story, the more they have, the better they can tell the story. It's not your job to tell them how to write the story, but to give them enough information to help them do the best job they can to keep their Editors and News Directors happy.

## **REAL PEOPLE INTERVIEWS**

If you've got a cause, and someone who exemplifies your cause, make them available. Real people can tell the story so much better. The media always prefers interviewing the people involved in the cause, rather than the Executive Directors or Board Members.

## **GET TO KNOW THE MEDIA**

Your information can be hand-delivered. Know who you are taking it to, or call the front desk and ask who you should send it to. Should it go to News, Public Service, or Promotions? If you meet a reporter you like, ask for their card, and call them direct. Reporters are always looking for a good story, and can get great satisfaction from a human interest story. Unfortunately, in this small market, they train for a short time and move on, so you have to continually develop those relationships.

## **FOLLOW-UP CALLS**

Call and see if your news release was received. Literally hundreds of news releases are sent to newsrooms each week. It is completely acceptable to call to see if it was received.

## **WORK AHEAD**

Timing is critical. Television needs 3-5 days notice. Newspaper prefers 4-5 days notice. A month in advance is too much for TV. It is still a good idea to follow-up call the day before, or even the day of to check to see if they're covering, but send the release several days before.

## **LOOK FOR OPPORTUNITIES**

Tag on to the big story of the day, and you will get coverage. Don't just think of that big event or fundraiser. You've got a story to tell everyday. Read the newspaper, and watch the news, and if you can tie your organization into current events, you may get noticed. The media is always looking for ways to localize a regional or national story.

## **TELL EVERYONE**

Let everyone know about your event, or story. Someone will eventually pick-up on it. The one exception would be if someone asked for an exclusive, and you agreed to it. Build trust, but shoot straight. If you can't give an exclusive, even for a short time, say so. The media understands that most of the time, you want your message out to the most people possible. If the media calls you with a idea, consider an exclusive until they get their story, and then share with others.

## **TALK SHOWS**

Talk shows are a good way to get your message out. Both television and radio book live guests. This is the one time when you should call at least a month in advance to book your date. Let them know if they can call you at the last minute to fill a cancellation.

## **GET NOTICED**

How do you get noticed? Send professional news releases. Send it to everyone that might be interested inside each organization. There are several different departments within each media that can be of use to you.

## **ITEMS THAT ARE DIFFICULT TO GET COVERED**

- \* Check Passings
- \* Ground Breakings
- \* Ribbon Cuttings

These three items probably make-up 90% of the news releases received, and are probably the least desirable for news to cover. Give them a reason to cover. Tell the human side of the story. Give them a hook. Make sure your own in-house publications and newsletters cover those events. They may be the most important thing that ever happened to you, but why would the public want to know about it? Keep your expectations for coverage realistic. Sometimes these stories do get covered, but usually it's because someone has called and sold them on it, or it's just plain luck on a slow news day.

## **WHEN THE NEWS IS BAD**

Talk to the media even when the news is bad. Answer your phone calls and answer the questions. It is a two-way street. Not returning phone calls is a bad idea. If you don't have an answer, don't know, or can't talk, say so. It is better to be straight than to think the media will go away if you ignore them. In fact, it will probably look like you have something to hide, and will only make them more persistent. Stay in touch with the reporter, and call someone else to answer the questions if you need to. Don't expect them to give you the questions in advance or let you read their story before it airs or runs. If you've had a lot of negative press, and are trying to do something positive, don't be surprised if they ask you the hard questions. Don't invite them if you're not ready for that. You cannot manipulate the media. It will probably back-fire on you.



# Interviewing Skills

## PREPARING FOR AN INTERVIEW

When preparing for an interview, the most important question to ask yourself is “Why am I doing this?”

- \* Communicate a specific message to a specific audience.
- \* Determine who the audience is - the interviewer is not the real audience. (Remember, you don't have to win an argument or convince the interviewer of anything.)
- \* Limit the number of messages. It's better to make one or two points well, than three or four poorly.
- \* Think about what you want to say...in a 35-40 second statement. Utilize a headline followed by an example/explanation. (You won't have time in media to logically prove a point. Real life examples/explanations are difficult to argue with.)
- \* Don't assume the audience understands your business. Describe unfamiliar terms and avoid acronyms or industry “slang”.
- \* Anticipate questions, including the ones you hope won't be asked, and determine the best, honest answer.
- \* Use the simple concept of bridging. When asked a question that matches an objective, answer the question but don't stop until you say what you came to say.
- \* Know as much about the interviewer's style and the medium's audience as possible.
- \* Don't assume that the interviewer knows about the subject or that you can educate them during the interview. If you don't get a chance to visit with the interviewer prior to the interview, spend time providing background during (print) or prior (broadcast) the interview.

## DURING THE INTERVIEW

The biggest danger is giving the reporter and/or editor too many choices and then being disappointed when they don't choose what you feel is the most important part.

- \* **There are three steps to each answer.**
  1. Listen carefully to the question.
  2. Answer the question honestly, but briefly.
  3. Ask yourself, “What did I come to say on this subject?” If an objective fits, go for it.
- \* **Rules of an interview.**
  1. Be polite, not rude.
  2. If you don't understand a question, say so.
  3. It's okay to go back to any earlier question or to interject your own subject.
  4. Feel free to politely interrupt if a question goes too long or makes you think of an important point.
  5. Insist (politely) on finishing a point when interrupted.
  6. The interviewee never wins by getting hostile. Remember, the interviewer is not the real audience.
- \* **Questions you don't have to answer:**
  1. Personal, such as how much money you make or who you voted for.
  2. Competitive, proprietary information about sales figures or marketing plans.
  3. Legal, concerning matters of a matter of litigation or matters that are confidential by law, government regulation or contract.
  4. I don't know...the best reason for not answering a question.



**\* There are certain types of trap questions reporters ask even though not intended. Some types of trap questions:**

1. A or B. The answer may not be yes or no, black or white. Give your own answer...don't choose from multiple-choice answers provided by the interviewer.
2. Third party. You don't have to argue with or defend someone who is not present.
3. Hypothetical. If the interviewer has made up a hypothesis for a question, you have the right to make a hypothesis for the answer.
4. Irrelevant. If question is not on subject, politely guide the interviewer back on track.
5. Ranking. Avoid prioritizing. Instead of "our number one priority is..." say "one of our top priorities is..."
6. Loaded preface. You may have to diffuse a loaded statement of multiple questions from a reporter. Don't make things worse by repeating disparaging or belittling words contained in the question. Take it off the table at once. "You said several things that I don't agree with. Let me address the part about..."

## **WHEN THE NEWS IS NOT GOOD NEWS**

- \* Be the one to break bad news.
- \* Be honest.
- \* Don't speculate. If you don't know the answer, say so.
- \* Address the issue quickly, even if it is to say "We don't have the details at this time, but I will get back to you at..."
- \* Use the same principles in answering questions as you would in an interview.

## **GENERAL TIPS FOR INTERVIEWING**

An interview should not be a negative experience. Here are a few additional tips to keep in mind when being interviewed:

- \* The interview begins when the reporter/camera/etc. arrives and is not over until they leave.
- \* Always be honest.
- \* Remember that it's okay to say, "I don't know" but let the interviewer know that you will try to get an answer.
- \* Silence is okay. If you finish an answer and the interviewer does not immediately ask another question, do not feel that you have to continue talking.
- \* Remember that the camera is always on. If you feel like shaking your head because you don't agree with something, do it. Just be careful not to be nodding in agreement with negative statements with which you don't agree.
- \* There is no such thing as "off the record." If you don't want to see it in print or on the news, don't say it!
- \* Control the environment. If it's good news, do the interview/photo in front of the company name or logo. If it's bad news, stay away from areas that project the company name.
- \* Don't use advertising dollars as a leverage with reporters...it will backfire on you!
- \* Always remember that you deserve the same respect from the reporter that the reporter expects from you.



# Spotlighting Your Corporate Sponsors

## **WHEN APPROACHING BUSINESSES OR ORGANIZATIONS FOR CONTRIBUTIONS, FINANCIAL ASSISTANCE OR GRANT FUNDING, IT IS WISE TO ASK YOURSELF THE FOLLOWING QUESTIONS:**

1. Does my request create positive economic impact, and in what ways?
2. Does it improve any cultural aspects of the community, such as theater, arts, or music?
3. Does my request for funding have potential to enhance the quality of life for people in our community, and if so, how?
4. Does my request have a tangible way to help the community grow?
5. Does the mission of the assistance request fall within the lines of true "philanthropy"?

## **CREATE A POSITIVE RELATIONSHIP WITH SPONSORS AND POTENTIAL SPONSORS.**

1. Find out and understand the organization's corporate goals. What is their mission statement? How does that apply to charitable donations?
2. Where do their philosophies stem from?
3. Why would they be interested in contributing money to your cause? It is hard to thank someone if you don't understand why they are giving.
4. What is their image, and how does it relate to your non-profit group?
5. What are their long term goals within the community?
6. Are they known for charitable giving?

## **BE ABLE TO ANSWER THESE QUESTIONS ASKED OF YOU:**

1. Why should they contribute to your program?
2. Where will their money be spent?
3. Who will the money directly go to?
4. What are the benefits generated from this contribution?
5. Will you keep in contact with them after the donation?
6. Will you keep them updated as to how your program is going, things that are happening, especially as a result of their involvement?

## **COMMUNICATE WITH YOUR SPONSORS. THANK THEM, AND DON'T JUST LOOK AT THEM AS A "CHECKBOOK" ONCE OR TWICE A YEAR.**

1. Make contact several times a year. Call or drop a note, sometimes just to say hello. Don't ask for a favor or money every time you call.
2. Get to know and care about your sponsor as an individual and as a company. Be thankful and appreciative.
3. Be sincere, and not a phony.

## **UNDERSTAND THAT THERE ARE MANY OTHER ORGANIZATIONS JUST LIKE YOU ASKING FOR MONEY FROM YOUR SPONSOR.**

1. You are not necessarily the "best" non-profit out there, or you may not fit the corporate profile of the company you are approaching.
2. There are many other non-profit organizations in the community, so you need to be well prepared and organized before you make your request.

**BE VERY CAREFUL ABOUT THE WAY YOU APPROACH COMPANIES AND INDIVIDUALS FOR DONATIONS.**

1. Is it the right time? Has the company had any down-sizing, changes of ownership, etc., and when?
2. Are you asking in the right place? Don't approach someone if they are busy, preoccupied or with someone else. Listen to what they say carefully. Do not approach them when they are not working, with their family, or away from the office.
3. Use common sense and consideration.
4. Make the request to the person who has the authority to make a decision, or the person who puts your request in the hands of the final decision-maker with their approval.
5. Make sure you ask for the "right amount". Ask for what you realistically need to get the job done. If you ask for too much, you probably won't end up with anything. Be thankful for whatever you get, in whatever amount, large or small.

**INDIVIDUALIZE, PERSONALIZE, AND TAKE THE OPPORTUNITY TO THANK YOUR SPONSORS.**

1. Sponsors are not necessarily looking for another "plaque". Little things mean a lot. Your sponsor would probably rather you invest your money in the program, not necessarily in buying them a gift.
2. If you feel you should buy a gift, keep it at a reasonable cost.
3. Write a personal note or thank you card.
4. If you get to know your sponsor as a person, you may get some insight on something small that would touch their heart.

# PBAF

The Permian Basin Advertising Federation is a cross-section of advertising professionals from agencies, clients, non-profit organizations, and the media who contribute their time and energy to promote a better understanding of the function of advertising. The organization is affiliated with the American Advertising Federation, and meets the second Friday of each month. The meetings feature outstanding speakers as well as the opportunity to network and learn from other advertising professionals. For more information, send in the following form:

Check One:

- Corporate Membership - \$225. per year  
Corporate membership entitles three members of the business to vote.
- Individual Membership - \$110. per year  
Individual membership entitles one person to vote.
- Non-Profit Membership - \$85. per year  
Individual membership entitles one person to vote.
- Student Membership - \$25 per year  
Student members may attend monthly meetings and PBAF functions.
- Have someone call me with more information.
- I am already a member, but would like to become more involved.

Annual dues are billed at the beginning of the calendar year.  
Dues are prorated for organizations or individuals which join PBAF after July 1.

Lunches are \$12 per person for members and \$15 per person for non-members and are payable at the door or by quarterly statement.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Mail completed form to: PBAF • P.O. Box 7408 • Odessa, TX 79760

