

**MARKETING
AND
RAISING AWARENESS**



BLOGGING TIPS

A blog is a great way to raise awareness for your cause and share information about your organization's mission.

Blogging can be a team sport where you get lots of people involved like volunteers, staff members, and even Board members to help research, write, edit, or post.

Here are some tips to help as you start or use your blog to find new supporters and spread the word about your work:

Set a schedule. Decide how often you'll post, including what days/times, and how you'll manage the creation of each blog post.

Recruit your blog team. Choose people to write or help write posts so the work doesn't all fall on you. If you plan to do the writing, recruit someone to review or edit for you.

Sketch out an editorial calendar so you have an idea of what you want to post each week or each month. That'll keep you from staring at a blank screen, wondering what to write.

Decide on content. Choosing what to write about can be a challenge. Think about these kinds of content:

- **Tell stories** about those you are helping. Talk about how those lives were transformed because of your work.
- **Share facts** about your work (like the number of people you help, the number of lives you've impacted, etc.)
- **Bust common myths** about your cause or those you help.
- **Answer the most commonly asked questions** you get about the work you do or those you serve.

Keep your writing simple and conversational. There's no need to get fancy. Conversational writing is easy to read.

Use graphics, images, and video to illustrate your content and to keep it interesting.

Offer an opt in so there's a way for people to subscribe to your blog. After you post fresh content, you can send out an email letting subscribers know you have a new post for them to read.

PRESS RELEASE TEMPLATE

Getting your story in the media is a great way to spread the word about your nonprofit. Use this template to help you put together a great press release.

Heading: Create an interesting, attention-grabbing 1-line heading. _____

Sub-heading: Create a sub-heading that explains the heading and gives a tiny bit more information.

Contact information: Include your email and phone number. _____

Pitch your story: Start with the most important details of your story – the who, what, when, where, and why. _____

Quote: Include a quote from your Executive Director or other pertinent person that supports the story. _

More details: Include more details that support the story. _____

Details about a photo opportunity: _____

Information about your nonprofit: Include a blurb about your nonprofit – mission statement, your website, and how people can contact your organization. _____

Finish up: Use # # # to let reporters know this is the end of your release. _____

SAMPLE PRESS RELEASE

Local Food Pantry Still Setting Records

Heaven's Bounty distributes record-breaking amount of food

For Immediate Release

Monday, December 16, 2023

Contact: Sandy Rees, 865-521-0000

Loudon, TN – Heaven's Bounty food pantry announced today that so far this year, an unprecedented 1.5 million pounds of food were distributed to over 4000 families in our area.

"Never before have the hungry in our community had access to so much food" said Executive Director Jane Doe. "We are thrilled that we have been able to help this donated food find its way onto the tables of our community's needy."

Last year, Heaven's Bounty distributed 1.2 million pounds of food. This year's increase means that an additional 300,000 pounds of food was received and distributed through the local food pantry.

The donated food came from many sources. "The local food suppliers and grocery stores have been wonderful. Also, the special events and local food drives have been a tremendous help this year, but we would not be able to do any of this if it were not for donors in the community," said Doe.

Heaven's Bounty is not resting on this success. "Our goal is to provide even more food next year and do everything we can to alleviate hunger in our area," says Doe. Heaven's Bounty estimates that 3 to 4 million pounds of food would need to be donated to completely alleviate hunger in our community.

For more information on how you can get involved in hunger relief programs, or to donate time, money, or food call (555) 555-5555 or visit our website at www.ourwebsite.com.

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VIRTUAL TOUR TIPS

A virtual tour can be a great way to show donors your facility when they can't be there in person.

Here are some tips for having a fantastic virtual tour.

Decide on the purpose of the tour. Will you be showing current donors improvements to your facility? Or educating donor prospects about your work? The purpose of your tour will set the stage for other decisions you need to make, like your call to action.

Pick a length for your tour. Live tours can be longer than recorded ones that live on your website because there's more ability to engage. But even for live tours, keep it interesting and keep it moving.

Map out what you want to show or highlight. Decide ahead of time what you want to show and in what order. Think of each "tour stop" and what's significant about it.

List your talking points for each "tour stop" making sure they're interesting to the donor, not just you.

Practice your tour, especially if you plan to give it live. You don't want your first time to be in front of an audience! Actually, record yourself giving the practice tour so you can check the lighting and sound quality along with the points you make.

Leave time for Q&A along the tour. Some people will be curious and want to ask questions, and that's great! It's a wonderful way to educate the crowd and engage them in a deeper way about your nonprofit's work.

Ask for feedback either before people log off or in a follow up email. Find out what they liked and what they weren't as interested in. This feedback will help you improve the next virtual tour you give.

HOUSE PARTY TIPS

A small, intimate gathering at someone's home can be a GREAT way to find new donors for your nonprofit.

And there are lots of ways to do it – a formal dinner party, a backyard cookout, and a wine & cheese party all work. It just depends on the host and their vision for their party.

Imagine recruiting 10 people to host a house party with the goal of raising \$500 (or more!). That could be a quick-and-easy \$5,000 for your nonprofit...plus some new donors!

- Think about Board members, staff, volunteers, and maybe even program participants who love your work and want to help. They could be amazing party hosts.
- Ideally, each host should cover the cost of the party.
- Provide them with support to organize the party and recruit guests.
- Encourage them to share their own passion for the cause.
- Give them information they can share with their guests about the nonprofit, including pledge cards or giving envelopes.
- Offer to attend the party to do a 5-minute presentation to the whole group about your nonprofit. Community School of the Arts (Knoxville, TN) brings along one of their young students to provide musical entertainment AND showcase the school's work during the party. It gives guests a personal experience with the students, and donations usually flow in after the performance!