



# Grace's Guide to Marketing & Publicity

*"Hi, I'm Grace,  
and I'm a Peace First Fellow!"*

**I'm 13 years old, and I lead the We Canceve Movement, an organization of young people dedicated to serving kids in need. One of the reasons we've been able to serve so many people is because we marketed our movement in our community, and got the attention of local news. Good publicity helps you attract more volunteers and donations for your work, and it helps more people learn about the injustice you're addressing.**



## **1** Story of Success

For the We Canceve Movement, Inc., publicity is a sure way to reach more people. For us, publicity is really about spreading awareness. With awareness, more people can become inspired to help the cause. It's good to have publicity because there are people who don't know what we're doing and how we're meeting the needs of sick, foster and homeless children in the community. But with awareness, through publicity, they can come to know not only what we're doing and why it matters, they'll decide they actually want to help or fund our projects.

Earlier this year, we teamed with Baltimore's largest Christian radio station on the "We Care for Kids" Toiletry drive. By teaming up with the radio station for this event, we exponentially grew our reach to audiences that likely would not have learned about our organization and the work we do all year for children. In addition to filming a live-to-tape Facebook interview at the radio station, we recorded on-air commercials and helped design Facebook posts. We joined with radio personalities for a live interview at a drop off location during ABC2 Baltimore's 6 a.m. newscast, a high viewership program. Our news releases and photos appeared in the local newspaper, and partner groups and supporters shared links to these publicity efforts via their social media pages. As a result, we attracted more than 20 groups of volunteers including business and church groups, who've volunteered more than 100 hours. With the community's help, we packed more than 625 toiletries kits and delivered them to nine shelters and transitional programs that serve homeless children and families, a youth drop-in center for homeless youth ages 15-24, and the pediatrics unit at the Healthcare for the Homeless Hospital in Baltimore.

Publicity is easy to manage when you have the right people on your team. Find someone who's passionate about your work, understands what you stand for, and knows how to get your message to the right audiences. While it's awesome to be called by O Magazine or get interviewed by Women's Day, local publicity is what grows community and garners support. Without local news coverage, we wouldn't have received the attention and support we've received from national organizations like Peace First, Nickelodeon, or WE.

## **2 Resources to Help You**

### **Resource #1**

The Ultimate List of 50 Nonprofit Marketing Ideas, Nonprofit Megaphone  
<https://nonprofitmegaphone.com/ultimate-list-50-nonprofit-marketing-ideas/>

This comprehensive list of easy-to-use tips – like “share your results and objectives” and “encourage supporters to start a birthday/holiday fundraiser” – might give you some ideas you haven’t thought of yet that might be the right fit for your work!

### **Resource #2**

17 Creative Visual Marketing Campaigns by Nonprofits, Visme  
<http://blog.visme.co/nonprofit-marketing/>

The most important part of marketing your work is telling good stories – about why the problem you’re trying to solve matters, and about how your program will help. Check out these great examples of nonprofits who told powerful stories that moved people to action!

## **3 Tips to Keep In Mind**

### **Tip #1**

Involve the heartfelt stories of real people or situations: consider interviewing a small coalition of people with compelling backstories! This coalition will help you promote your event during television, radio, social media and local newspaper interviews. They’ll help you demonstrate why your work matters.

### **Tip #2**

Identify issues relevant to the greater community: create a short list of why and how your initiative affects the larger community. Maybe your initiative will result in a policy change, increased resources to children, better funding to address and eradicate a social ill like homelessness, poverty or hunger. Whatever the issue is, make sure you can tie it to something others may have experienced or wouldn’t want to experience. This will help you get local press – and local press matters, because if you can garner support from people who carry influence in your local community, they will help garner support from others on your behalf.

### **Tip #3**

Make sure your call to action is clear: maybe it’s to write letters to local legislators, join a march for a social cause, donate items for a collection drive you’re sponsoring or donate money to a fund you’ve created. And clearly identify the reward for everyone who supports your initiative – let them know why taking such action is the right thing to do. Tell them specifically how their support will impact the lives of those they serve – people love to know how what they are doing helps others.



## **4 Strategies**

Send your message out through multiple means to reach the right audience. Formulating and packing your message goes hand-in-hand with how and where you want to send it. Here are some creative tools to get our messages out there:

### **Strategy #1**

#### **1. Media Advisory:**

I knew that on the heels of filming the 2016 Nickelodeon HALO Awards show in NYC, I would be back in Maryland hosting my first-ever Breakfast Bags Bonanza, a major initiative to pack and distribute 500 individual bags of breakfast foods to homeless children during the Thanksgiving and Christmas breaks. I used a media advisory to invite the media to attend the event. The advisory is typically one page and lists the date, time, location, brief description of the activities and one paragraph description of what will occur during the event. As a result, the Baltimore Sun came and covered the event. Be sure to send your media advisory out well in advance, and then follow up with a call or email as the event gets closer.

### **Strategy #2**

#### **2. Promotional Video**

Consider producing your own infomercial to share, first hand, why you've created the initiative and why you'd like others to support it. For instance, we video recorded interviews of youth volunteers, getting first-hand accounts of why they're motivated to support community service. You may be able to find a volunteer who has experience making videos – or you can do it yourself! Make sure the video is short enough to hold someone's interest and that you communicate your mission clearly!

### **Strategy #3**

#### **3. Social Media Campaign**

In advance of the Breakfast Bags Bonanza, We Canceve went live on Facebook from a grocery store where they shopped for breakfast foods, thanks to a donation from the grocery chain's headquarters staff. You can also create "shareable" graphics that advertise your events or volunteer opportunities, and ask your supporters to share your message with their friends and followers! Remember that posts with images get the most "likes" and "shares."

### **Strategy #4**

#### **4. Proactive Story Pitching**

In advance of the 2017 Breakfast Bags Bonanza, we reached out to a local television station and "proactively pitched" them – meaning we shared an idea that we thought could make a good story. We invited them to film our youth-led team while we shopped for breakfast items, and they accepted! The news segment resulted in an abundance of donations and supporters. You can find contact information for newspaper and television reporters on their websites.

## **Conclusion**

People learn through stories. It's just who we are. If you want people to get upset about an issue, tell stories about why it's unfair. If you want people to support your project, tell the stories of the people you've helped. If you want to inspire other people to take action, tell your story, and what prompted you to make change.

You have an important story to tell, and you should be proud of it. At the same time, be sure to make space for other people to tell their stories, too. Sharing the spotlight is one of the most important things you can do as a leader.