

# GIVING TUESDAY

The World's Largest Generosity Movement

## 8 Practical Media Tips for Non-profits

GivingTuesday is a great opportunity to secure news stories that raise awareness for your organization and highlight the work you do in the community. Below are some tips on how you can take advantage of the GivingTuesday news cycle and tell your story to the media.

### Start planning now

Start your media outreach early to ensure journalists have enough time to write about your organization prior to GivingTuesday.

### 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? Review articles that were published in previous years about GivingTuesday to better understand the angles media typically use and what type of information they will be looking to include. Think about this and then work backwards to craft a media pitch that includes some important key messages to help you tell that story. Where possible, tell your story from the perspective of someone in your community and the difference your organization makes in addressing their needs. 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.

### 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 media pitch will help pique a journalist'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 details on the who, what, where, why, and how of your story, including information on any plans that you have that are specific to GivingTuesday. Also include your contact information so that journalists can easily reach out for more details or to set up an interview. You can check out examples of news releases and advisories at: [givingtuesday.ca/media](https://givingtuesday.ca/media)





## 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 is knowledgeable about your organization, knows the key messages you want to deliver, what your organization has planned for GivingTuesday, and can confidently speak with journalists. The ideal spokesperson is also comfortable speaking in front of a group of people and on camera. You may also want to choose a second spokesperson (e.g., a beneficiary of your services, a client, etc.) who has had a positive experience as a result of your organization. By telling their story, it helps to humanize the work your organization does. As media often work on tight timelines, your spokespeople should be readily available to take part in interviews with limited notice, and in alignment with a reporter's timeline. (Always ask a reporter what their deadline or timeline is to ensure you can deliver what they need in a timely manner.)

## 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. You should also consider having readily available images of spokespersons. You may want to create a Google Drive folder that you can use to share all available images and other resources; you could embed a link to the folder in your follow up communications with media. 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.

## 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. Research articles that have been written in the past about GivingTuesday and/or the issues that your organization addresses. Many reporters include contact information in their bios, while others might include an email address as part of their Twitter profile. If you can't identify specific reporters, you could also look 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 have a relationship with a local reporter and could make a warm introduction.



## 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 their afternoon deadlines. 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.

## Practice makes perfect – the media interview

An interview with a reporter is a great opportunity to bring your story to life! Interviews may be done 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.

