

TEN WAYS TO GET PUBLICITY FOR YOUR CLUB

- 1. WRITE A PRESS RELEASE.** Press releases are essential to securing media coverage for your organization. They communicate directly with members of the media and give them the who, what, where, when and why of your news item. At the same time, press releases need to tell a story, not just provide a list of specifics.
- 2. SUBMIT AN OP-ED PIECE.** The op-ed expresses the opinion of an author who is not affiliated with the publication's editorial board. Most newspapers and some magazines welcome op-ed pieces. Check with your local publications to find out their guidelines.
- 3. WRITE A LETTER TO THE EDITOR.** Written by readers, the letters to the editor section is one of the best-read sections of any newspaper. Members of your club can write a letter to the editor about an important issue the club is addressing. Those whom the club has benefitted can also write effective and moving letters in support of the club's work.
- 4. WRITE A MEDIA ALERT FOR AN EVENT.** Draw the media to your event as it's happening by writing a media alert letting them know when and where they can send a crew for live coverage. Your event will have more appeal if personalities, politicians, or anyone of local interest will be attending and available for an on-site interview.
- 5. BOOK A SPOT ON A RADIO PROGRAM.** Position someone in your club as an expert with regard to your cause. Find a local or subject-matter tie-in, then approach the station you have in mind about making an appearance. Community and public radio stations are great places to target. Look for their local interest programs and segments.
- 6. SECURE TELEVISION COVERAGE.** As with radio coverage, find the local tie-in to your club's work, then approach the station. Contact a morning show for coverage of your cause, or find a reporter who talks about similar issues.
- 7. CREATE A FACEBOOK PAGE.** It's easy to set up a Facebook page for your club. Use the page to connect with your audience, to send them information about your club's causes, and to let them know about upcoming events and activities.
- 8. BE A GUEST BLOGGER.** Many blogs are getting heavy traffic these days. If you have a popular community blog in your area, ask the editor if you can submit a regular column as a guest blogger.
- 9. GET LOCAL FIGURES TO PROMOTE YOUR ORGANIZATION.** Give your club wider reach by involving local personalities who support your work.
- 10. GET OUT IN THE COMMUNITY.** Cooperate with other organizations in your community so they will be aware of your work. Partner in creative ways with other local nonprofits. Take part in high-profile events, such as televised fundraisers.

