How PR can **boost** your **fundraising** and **awareness** efforts.

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Helping not-for-profits to raise funds and awareness through PR ©2017
1. Busting five PR myths
2. What is I Do My Own PR?
3. How PR can boost your efforts
4. The importance of a call to action
5. Six key ingredients for building your story
6. Our easy-to-use process
7. Exclusive offer
8. Q&A
Is this you?

The pressure is on me to raise money and awareness quickly and efficiently.

How can I get people to care enough about our cause to put their hands in their pockets today and at a reasonable cost?
Good news

PR really could be the answer for you.

And even better news, is that PR can work with your existing marketing activities or in isolation.
Just to be clear. PR is not this.

This is advertising and there’s nothing wrong with it

However...

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Brings your campaign to life.

Tells a real story.

Talks about real results.

Uses the power of emotion to create a connection with your supporters.
Busting five PR myths

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1. I don’t have time
2. PR is a mystery to me
3. I don’t have any media contacts
4. PR is too expensive
5. I’m worried I’ll stuff it up
What is I Do My Own PR?

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Short cut

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I DO MY OWN PR = PR short cut

Helping not-for-profits to raise funds and awareness through PR ©2017
20+ years experience

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👍 Best practice
👍 Easy to follow
👍 Save you time
👍 Cost effective
👍 Media contacts
How can PR boost your cause?
Builds trust and credibility
(third party talking about your cause)
Builds trust and credibility
(third party talking about your cause)

Gets you out of the ad clutter
(you don’t appear in the paid ad break)
Builds trust and credibility
(third party talking about your cause)

Gets you out of the ad clutter
(you don’t appear in the paid ad break)

Educates potential supporters
(why your cause is important, difference you make, how you spend donations and how they can support you)
“PR is so crucial for not-for-profits. Done properly, PR can be the catalyst that boosts your fundraising or awareness campaign by spreading your message far and wide.”

Kate Frost - Former CEO of YWCA NSW & Learning Links and Head of Fundraising The Smith Family.
Show your warmth this winter

The Mission Australia Winter Appeal is on now. Please help us help homeless families like Brenda and her children.

Donate today
Call 1800 88 88 68
missionaustralia.com.au

“Mummy, why can’t we just go home?”

Sample Name
Sample Street
Sydney
2000
Linda
Works in marketing
% of women close to homelessness

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Tom
Issues around resilience
How we helped his world
Helping not-for-profits to raise funds and awareness through PR ©2017
The importance of a call to action
Clear call to action

Show your warmth this winter

The Mission Australia Winter Appeal is on now. Please help us help homeless families like Brenda and her children.

Donate today
Call 1800 88 88 68
missionaustralia.com.au

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Building your story

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Helping not-for-profits to raise funds and awareness through PR ©2017
Helping not-for-profits to raise funds and awareness through PR ©2017

Add substance

Base story
Add colour
Add substance
Base story

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Base story
Add substance
Add colour
Add credibility
I DO MY OWN PR
Helping not-for-profits to raise funds and awareness through PR ©2017
Spokesperson
Add credibility
Add colour
Add substance
Base story
Don’t Risk the Rip Campaign

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Base Story

Rip Current Safety Awareness
Don’t risk the rip

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Base Story

Add substance

Men 18-39 yrs most at risk
More Aussies die in rips than from floods, shark attacks + cyclones combined

Rip Current Safety Awareness
Don’t risk the rip
Add colour

Man who was rescued
SL Saver to talk about rescues

Add substance

Men 18-39 yrs most at risk
More Aussies die in rips than from floods, shark attacks + cyclones combined

Base Story

Rip Current Safety Awareness
Don’t risk the rip
- **Base Story**
- **Add substance**
- **Add colour**
- **Add credibility**

Facts about Rip Currents Study:

- Man who was rescued
- SL Saver to talk about rescues
- Men 18-39 yrs most at risk
- More Aussies die in rips than from floods, shark attacks + cyclones combined

Rip Current Safety Awareness
Don’t risk the rip
SLS Coastal Safety Manager

Facts about Rip Currents Study

Man who was rescued
SL Saver to talk about rescues

Men 18-39 yrs most at risk
More Aussies die in rips than from floods, shark attacks + cyclones combined

Rip Current Safety Awareness
Don’t risk the rip

Base Story

Add substance

Add colour

Add credibility

Spokesperson
Base Story

Add substance

Spokesperson

Add colour

Add credibility

Photo

Bondi Beach
Man rescued
Spokesperson
SL Savers on duty
Dye release

SLS Coastal Safety Manager

Facts about Rip Currents Study

Man who was rescued
SL Saver to talk about rescues

Men 18-39 yrs most at risk
More Aussies die in rips than from floods, shark attacks + cyclones combined

Rip Current Safety Awareness
Don’t risk the rip

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48 Pieces

6,632,590

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Easy. Boost.

You just need the process

Helping not-for-profits to raise funds and awareness through PR ©2017
1 Work out your target audience and media
1. Work out your target audience and media

2. Building your story and CTA

Helping not-for-profits to raise funds and awareness through PR ©2017
1. Work out your target audience and media
2. Building your story and CTA
3. Preparing your media materials

Helping not-for-profits to raise funds and awareness through PR ©2017
1 Work out your target audience and media
2 Building your story and CTA
3 Preparing your media materials
4 Approaching the media
Our offer today. Usually $500

Free onboard
> 30 minute session 1-on-1
> Start with clarity
> Saves you time

Helping not-for-profits to raise funds and awareness through PR ©2017
Premium $1599 (Special rate)

Free onboard

30 Mins

1

Work out your target audience and media
Premium $1599 (Special rate)

Free onboard

1. Work out your target audience and media
   - 30 Mins

2. Building your story and CTA
   - 1 hour

Helping not-for-profits to raise funds and awareness through PR ©2017
Premium $1599 (Special rate)

Free onboard

1. Work out your target audience and media

2. Building your story and CTA

3. Preparing your media materials

Helping not-for-profits to raise funds and awareness through PR ©2017
Premium $1599 (Special rate)

Free onboard

1. Work out your target audience and media
   - 30 Mins

2. Building your story and CTA
   - 1 hour

3. Preparing your media materials

4. Approaching the media

Helping not-for-profits to raise funds and awareness through PR ©2017
Premium $1599 (Special rate)

> Direct access to us
> 100 media contacts
> Support for your first campaign
> Unlimited campaigns
Essential $599 (Special rate)

Free onboard

- 30 Mins
- Work out your target audience and media
Essential $599 (Special rate)

Free onboard

1. 30 Mins
   Work out your target audience and media

2. Building your story and CTA

3. Preparing your media materials

4. Approaching the media

Helping not-for-profits to raise funds and awareness through PR ©2017
Essential $599 (Special rate)

Free onboard

1. Work out your target audience and media

2. Building your story and CTA

3. Preparing your media materials

4. Approaching the media

Help button

Helping not-for-profits to raise funds and awareness through PR ©2017
Essential $599 (Special rate)

> Go solo
> 50 media contacts
> Help button ($375 session)
> Unlimited campaigns
COB Thursday 13 July to buy either kit for the onboard session

Start the onboard whenever you’re ready.
Questions

team@idomyownpr.com

Include a phone number