

A photograph of a man and a young boy, both smiling. The man, on the left, is wearing a plaid shirt and has his hands on the boy's shoulders, adjusting his jacket. The boy, on the right, is wearing a dark jacket and is looking up and to the right. The background is slightly blurred, showing some outdoor structures. The entire image has a red tint.

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

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

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MY OWN PR



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MY OWN PR

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.

Brandis shakes up appeals tribunal with appointments

Michael Roatzi
 Legal affairs correspondent

Attorney-General George Brandis has shaken the decks of the independent Administrative Appeals Tribunal, making more than 60 appointments including several people with Liberal Party links.

It meant reviving the tribunal has been publicly criticised for senior government ministers, who have questioned the independence of its decisions, particularly on immigration and visa matters. The job of the independent tribunal is to review administrative decisions, usually made by government departments, on their merits.

Senator Brandis, who made the announcement while in Canada for a three-week tour, said five of the appointments were members of the Liberal Party.

That number is far below the 100 members who have been added, including Marian Holmes, a senior member who controversially overturned a decision to deport a man who had been convicted of sexual assault. Ms Holmes' name on the tribunal's website was removed on June 16.

Among the new appointments is Helen Hughes, a staffer in former Liberal minister Bill Shorten's office in 2014, who was in charge of the Liberal Party's bid to win NSW last year.



George Brandis

was promoted from part-time to a senior full-time member.

Among those appointed were Helen Campbell, a former staffer for Tony Abbott, who he was prime minister, and Nicholas McGowan, who criticised the use of fugitives for the Liberal Party.

Senator Brandis picked David Thomas from the Queensland Supreme Court to take over as AAT president, and also appointed him a judge on the Federal Court.

The AAT has been criticised over several decisions, including the Singh case and a separate matter where "fake" Iranian refugees who took shelter in a hotel were allowed to keep their protection visas, in both cases. Immigration Minister Peter Dutton later overruled the AAT.

Mr Dutton has labelled some of the AAT's decisions "defiant", and has recently said tribunal members were out of line with community expectations and should be being sleep over their rulings.

Rhiannon suspended from Greens party room

Adam Gartrell

Senator Lee Rhiannon will not be allowed to participate in any country decisions in the Greens party room until the NSW wing returns.

After a four-hour disciplinary meeting in Melbourne, the Greens MP's removal from the party room was announced and decisions on contentious government legislation, including within their portfolio responsibilities.

The suspension will remain in place until the NSW wing returns to the party room, which is expected to be in the next few days.

The decision to remove the NSW party was supported by all MPs except Senator Rhiannon. The decision to suspend her was supported by all except Senator Rhiannon and Melbourne lower house MP Adam Gartrell.

Acting chief Jack McKinnon said the controversy around Senator Rhiannon's actions, over a funding report, had "highlighted a structural issue that needs to be addressed".

Senator Rhiannon said she was "disappointed" but would "continue to work together to address progressive political issues for all".

Senator Rhiannon opposed the Greens government's 2017 federal funding package even as leader Richard Di Natale was trying to negotiate a deal to get it passed.

They pointed to a budget, authorised by Senator Rhiannon, that would cut schools of money and called on people to lobby against the bill. The country, however, the Greens have entered a deal and the government passed the reforms with the help of the crossbench.

That prompted all sorts of her colleagues to resign a formal letter of complaint to the party's national council. The letter was signed by Fairfax Media, writing off the days of Fairfax and Fairfax.

Earlier, when Senator Rhiannon signed a deal, there was a deal to get the funding package. "To function as a national party room, and to be a genuine alternative to politics as usual, we need to have faith and trust in our processes," he said. "We remain committed to working together to address progressive political issues for all."

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Lee Rhiannon

Hailey needs one person to help her today. You.

Hailey is one of the 1.1 million young Australians living in poverty. It affects her every day. Supporting her learning can change her life. Help end poverty one shock at a time - starting with Hailey. She urgently needs your support.



PLEASE MAKE A TAX DEDUCTIBLE DONATION BY 31 JUNE. 1800 024 069 or visit thesmithfamily.com.au

WINTER APPEAL 2017



CBD and South East Light Rail

Traffic changes - George, Liverpool and Goulburn Streets

In planning for Tomorrow's Sydney we are building a new light rail line to provide fast, reliable public transport from Circular Quay, through the CBD, to Kingsford and Randwick via Surry Hills, Moore Park and Kensington.

Light rail construction will take place from 10pm Friday 30 June 2017 to 5am Monday 10 July 2017 on George Street, between Goulburn and Bathurst Streets.

The following traffic changes will be in place during this work:

- George Street will be closed to all traffic between Goulburn and Bathurst Streets between 10pm Friday and 5am Monday on both weekends. A right turn into Goulburn Street from George Street northbound will be permitted during the closure.
- The intersection of George and Liverpool Streets will also be closed on both weekends.
- Liverpool Street will be reduced to one-way traffic at the George Street intersection between 5am Monday and 10pm Friday on weekends.
- Cycles on the Liverpool Street cycleway will be required to dismount and walk their bicycles across the intersection with George Street for the duration of the work.

Access for pedestrians will be maintained with some temporary diversions near intersections. Local access and emergency services access will be maintained.

For the latest information on traffic conditions visit www.liverail.com.au or download the Live Traffic NSW app.

To view all current light rail work activities, please visit www.sydneylightrail.nsw.gov.au



Just to be clear. PR is not this.

This is advertising and there's nothing wrong with it

However...

Michael F. O'Neil
Legal affairs correspondent

Among the new appointments is John Haglin, a staffer to former liberal senator JEE BROWDER who is in shift place on the Liberal caucus linked to HSW last year.



the AAT's decision and last month's loss, were out of Monday's spotlight.

Antares Castrol

"To function as a national party, even, and to be a genuine alternative in politics as usual, we must

Senator Harrison-Young signified there was little appetite for taking the unprecedented step of expelling Senator Elkanovic.



WINTER
APPEAL
2017

 The Smith Family

to view all current light rail work, activities, please visit
www.rydwaylighttrail.new.gov.au



Busting five PR myths

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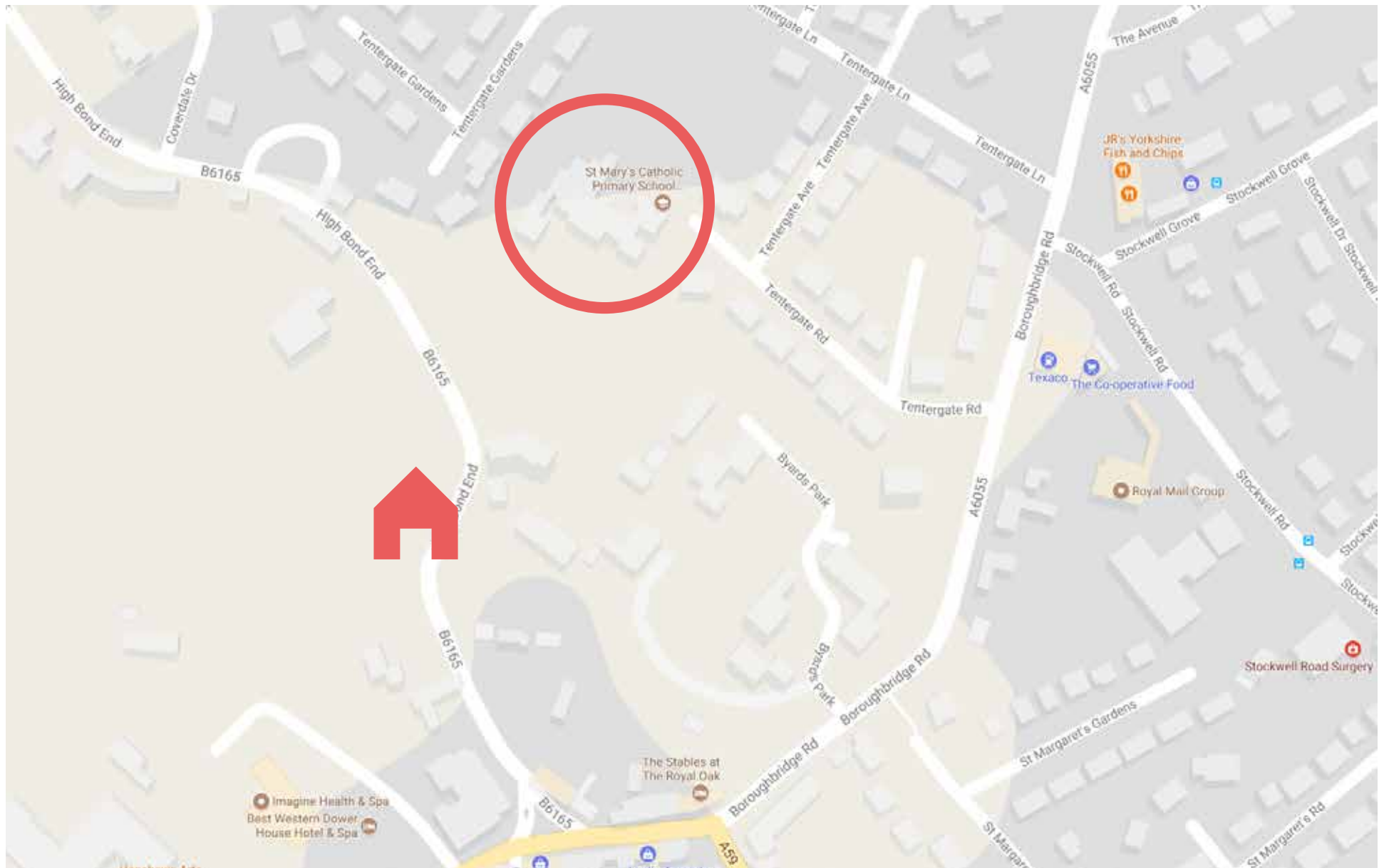
1. I don't have time
2. PR is a mystery to me
3. I don't have any media contacts
4. PR is too expensive
5. I'm worried I'll stuff it up

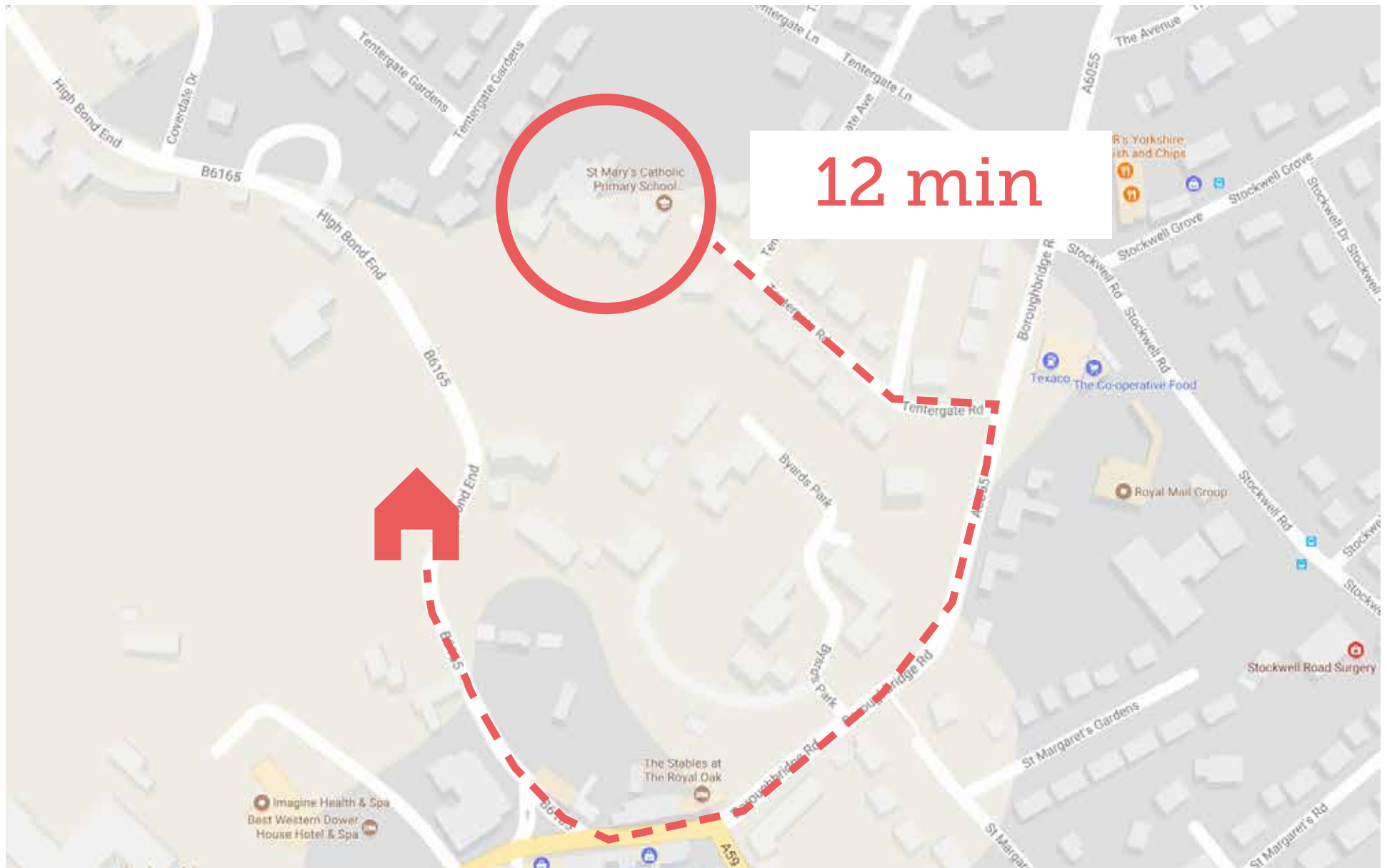
What is I Do My Own PR?

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I DOTM
MY OWN PR = PR short cut

20+ years experience



- 👍 Best practice
- 👍 Easy to follow
- 👍 Save you time
- 👍 Cost effective
- 👍 Media contacts

How can PR boost your cause?

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MY OWN **PR**

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



POSTAGE
PAID
AUSTRALIA

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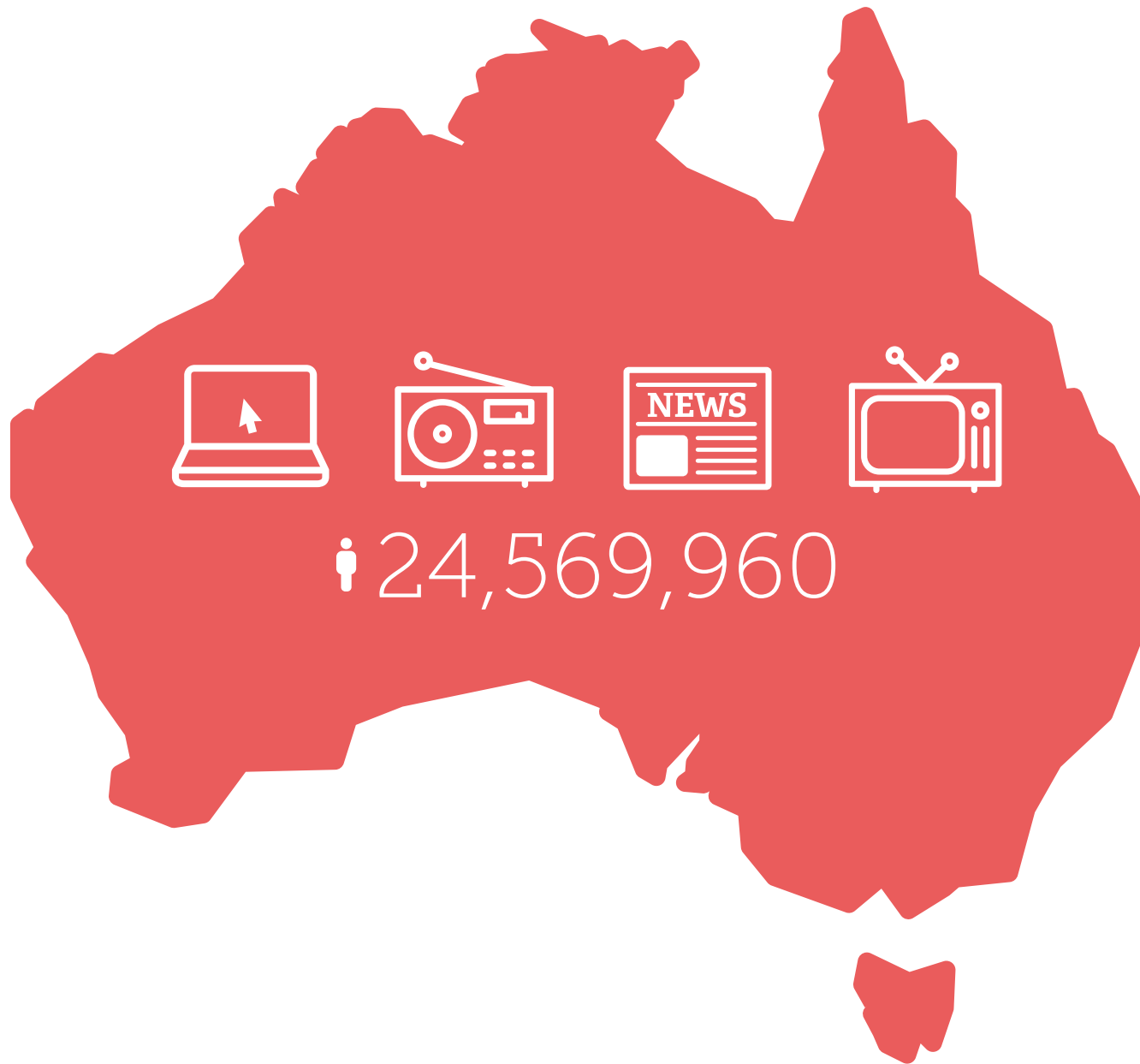


Linda

Works in marketing
% of women close to homelessness



Tom
Issues around resilience
How we helped his world



The importance of a call to action

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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



A photograph of two men in a casual office or cafe setting. One man, wearing a plaid shirt and glasses, is standing and pointing at a laptop screen. The other man, wearing a grey hoodie and glasses, is sitting and looking at the screen. A coffee cup is on the table. The entire image is overlaid with a semi-transparent red filter.

Building your story

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Base story

Add substance

Base story

Add colour

Add substance

Base story

Add credibility

Add colour

Add substance

Base story

Spokesperson

Add credibility

Add colour

Add substance

Base story

Photo

Spokesperson

Add credibility

Add colour

Add substance

Base story



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Base Story

Rip Current Safety Awareness
Don't risk the rip

Add substance

Base Story

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

Add substance

Base Story

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

Add credibility

Facts about Rip Currents Study

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

Spokesperson

SLS Coastal Safety Manager

Add credibility

Facts about Rip Currents Study

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



Photo

Bondi Beach
Man rescued
Spokesperson
SL Savers on duty
Dye release

Spokesperson

SLS Coastal Safety Manager

Add credibility

Facts about Rip Currents Study

Add colour

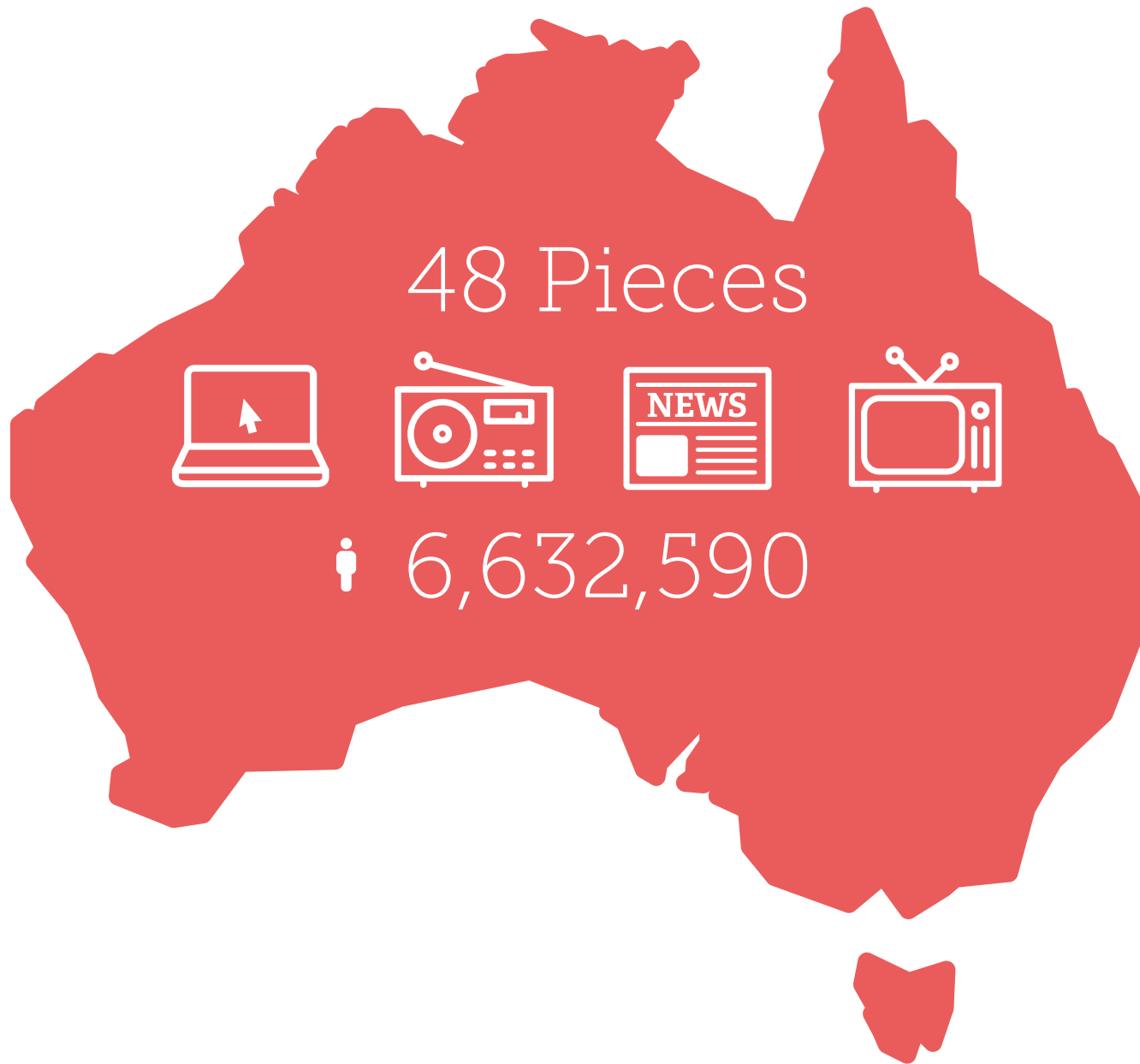
Man who was rescued
SL Saver to talk about rescues

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





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Easy. Boost.

You just need the process

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1

Work out your
target audience
and media

1

Work out your
target audience
and media

2

Building your
story and CTA

1

Work out your
target audience
and media

2

Building your
story and CTA

3

Preparing your
media materials

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

Premium \$1599 (Special rate)

Free onboard

30 Mins



1

Work out your
target audience
and media

Premium \$1599 (Special rate)

Free onboard

1 hour



30 Mins



1

Work out your
target audience
and media

2

Building your
story and CTA

Premium \$1599 (Special rate)

Free onboard

1 hour



30 Mins



1

Work out your
target audience
and media

2

Building your
story and CTA

3

Preparing your
media materials

Premium \$1599 (Special rate)

Free onboard

1 hour



30 Mins



1

Work out your
target audience
and media

2

Building your
story and CTA

3

Preparing your
media materials

4

Approaching
the media

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



1

Work out your
target audience
and media

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

Essential \$599 (Special rate)



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

Q&A

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