

# The Recipe For PR Success: How To Work Effectively With The Media

FUNDRAISING HOW TO TRACK

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Fundraising How To Track  
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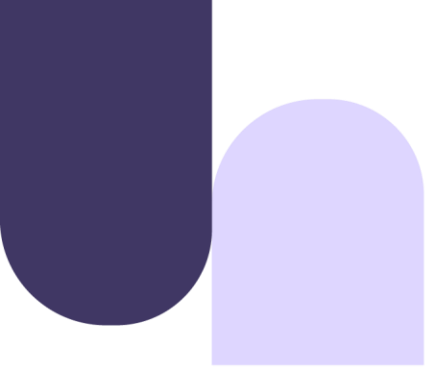
**“We don’t  
present at  
conferences.”**

**- Ash & Patty**

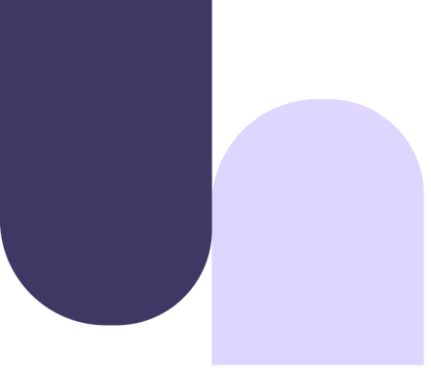


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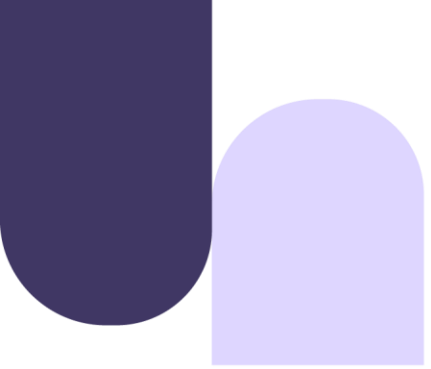


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## A show of hands, please!





## Media and PR can help you!

Drive registrations  
Increase donations  
Build your brand reputation  
Celebrate your champions





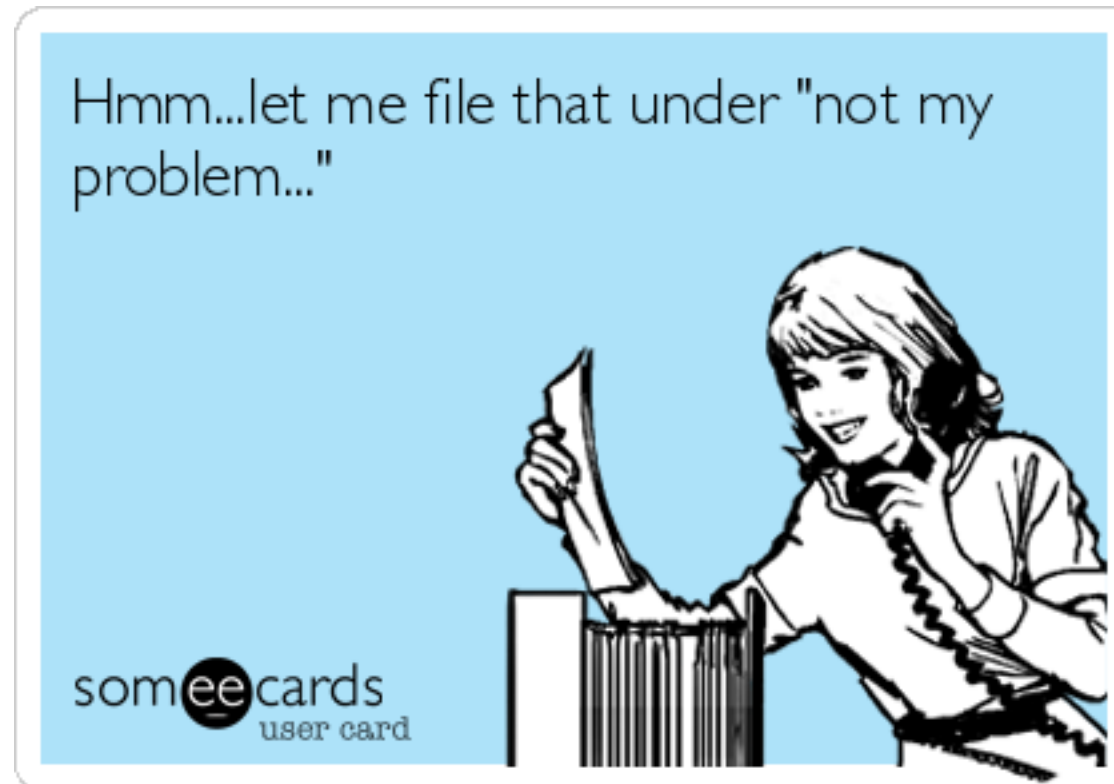
*“Publicity is absolutely critical. A good PR story is infinitely more effective than a front-page ad.”*

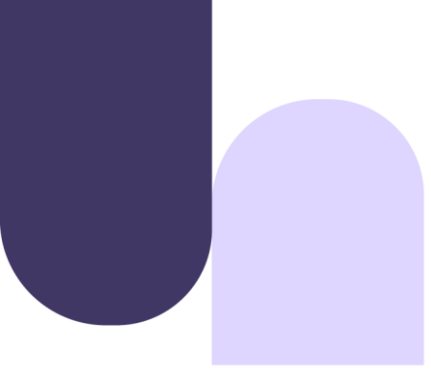
*Richard Branson*

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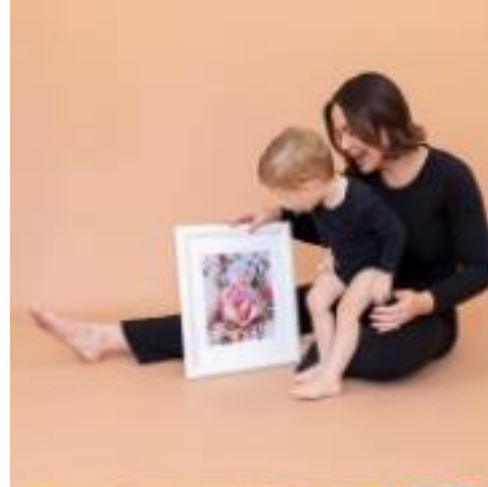
That's a 'Comms Team' problem, right?!



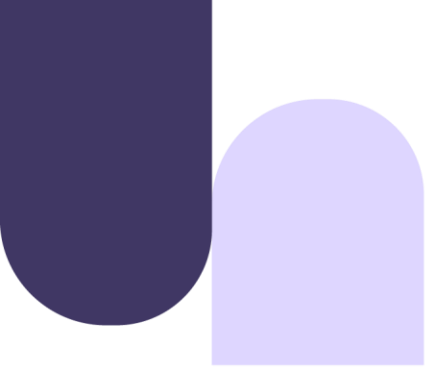


### The media loves:

- Real, relatable people
- Quirky characters
- Kids and schools
- Stories that move you
- Good talent – ambassadors, experts etc
  - Good visuals







## Overarching 'media-worthy checklist'

- Make me say 'wow'.
- Tell me about the human.
- Give me ALL the assets.
  - Think about visuals.
- Location, location, location.
  - Make it timely.



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## EXAMPLE: LUCY, CHILD AMBASSADOR FOR 86K FOR A CURE

- **WOW:** Lucy has a childhood cancer that often just feels like growing pains
  - **HUMAN:** Lucy once met Margot Robbie, wearing a pink tutu!
    - **ASSESTS:** A whole Instagram of beauty
    - **TIMING:** 'Back to school' – Lucy's first day of Kindy!
      - **LOCATION:** Sydney.



# MEDIA IDEAL FOR FUNDRAISING

## Weather crosses on Sunrise & Today Show



**LOCATION:** Australia-wide, but a preference for Sydney and Brisbane

**TALENT:** At least 3 'good chats'

**VISUALS:** Crowd, fun, colour. Get creative!

**TIMING:** Aim for a 'launch' moment

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# MEDIA IDEAL FOR FUNDRAISING:

## Packages



- Big 'wow'.
- Light and dark
- Lots of visuals
- Real story + expert
- Australia-wide – major city preferred

## Evening News



- News angle / timely story
  - Expert + real story
  - Visuals still vital
- Quick and short notice
- Film before 3pm in major city

## Live interviews / demos



- Quirky talent or experts
- Need to be good talent on camera
- Sydney or major cities preferred

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## ONLINE ARTICLES

- Human stories
- Click bait - 'wow' headline
- Lots of photos required
- Great direct clicks and SEO!



News Life

### **Moment no parent should have to face**

A Townsville couple fell pregnant the night they got engaged and, the night before the first ultrasound the now 31-year-old woman had a dream it would be twins.



Lifestyle

### **We had triplets but only two had heartbeats**

"The day they were born is probably the happiest and the saddest of my life," Sydney dad Julian tells Kidspot. Please note: This story contains discussions of infant loss.

***The 35th annual [Red Nose Day](#) will be held on Friday 11 August. To support the James family's fundraising for Red Nose [click here.](#)***

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## MAKE YOURSELF EASY TO FIND!

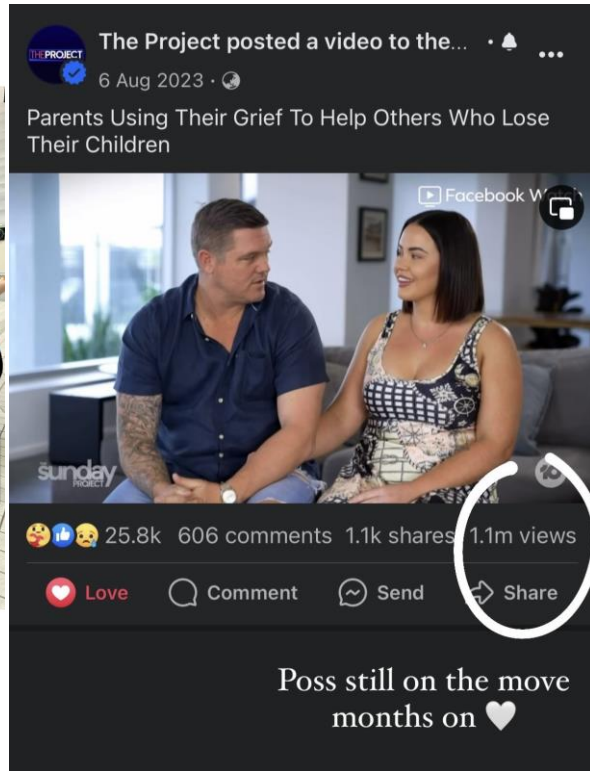
- Short, easy URL
- Update website homepage
- Get links on your socials





# TAKE MULTIPLE BITES OF THE MEDIA CHERRY

Tease it, shoot BTS, share clips and enjoy lasting impact!



# SUPERCHARGE YOUR EFFORTS WITH INFLUENCERS & AMBASSADORS

Start with a \*small\* shameless ask!





## OK, GREAT BUT NOW WHAT?

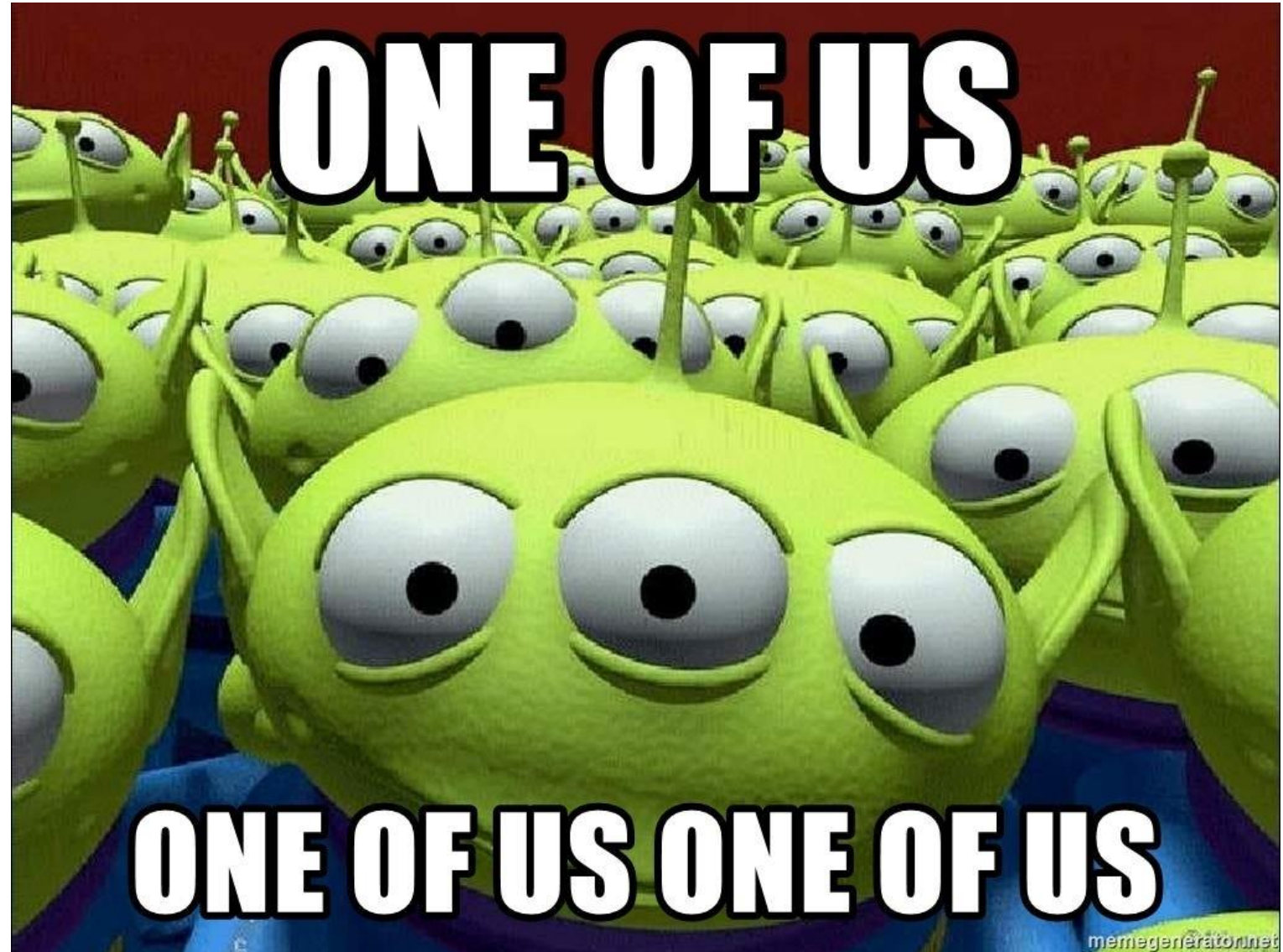
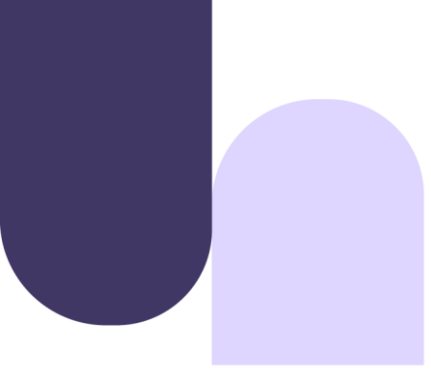
- Take this knowledge and use it to become the \*dream\* of your comms team or PR agency – smash your KPIs together!
- Don't have a comms team or agency? Start building your own relationships!

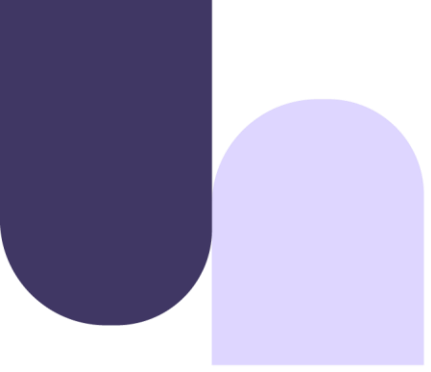




## KEY TAKEAWAYS

- Earned media can help you smash your KPIs.
- Media loves real people - look for the stories that make you say ‘wow’!
- Location and timing matters - trying for major cities and make it timely.
- TV still rules and onlines are great – for both, visuals are important.
- Make your fundraising page easy to find – simple URL and post it everywhere!
- Take multiple bites of the media cherry – from tease through to #throwback.
- Engage ambassadors and influencers to supercharge your PR efforts.
- Become the dream of your comms team,  
**or become a persistent pest/borderline stalker – like us!**

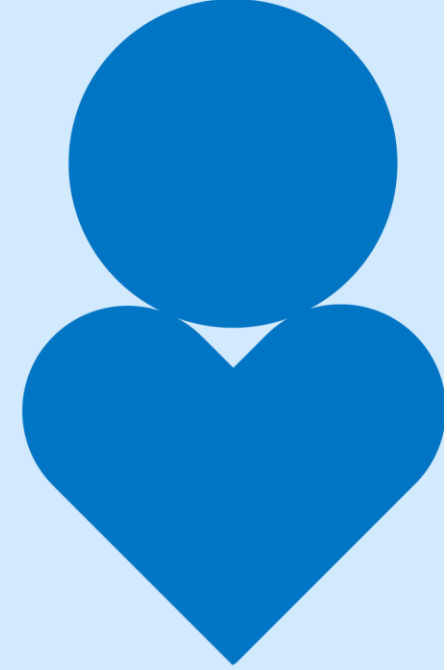




# QUESTIONS?



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Conference**  
2024



**Thank you**



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