

# 2-1-1 Mississippi

## Community Marketing Kit

As a fellow United Way, you are an important resource to your community. Your access to information and ability to make it available and understandable to your constituency is critical.

When you magnify your efforts through collaborative work and coalitions, you can gain heightened awareness with the media and our target audiences.

This kit was prepared for you to assist you in getting the word out about 2-1-1 Mississippi.

- How to Use This Kit
- Marketing Possibilities Checklist
- Generic Fact Sheet Format
- Local Community Papers and News Releases
- Success Stories, Letters to the Editor
- Creating and Using Poster Templates
- News release Template
- 2-1-1 Mississippi Logo
- Story Ideas Work Sheet
- Radio public service announcements
- Tips for radio public service announcements
- Tips for Interacting With the Media
- Tips for Managing Interviews and Media Calls
- Quote Clearance Form

## How to Use This Kit

This kit is set up so you can pick and choose which tools would work best for you. Some of the items may be more appropriate for your United Way than others. Feel free to pick and choose to best suit your needs.

## Marketing Possibilities Checklist

*Choose the tools that work best for you.*

- Post flyers on applicable community bulletin boards (community centers, stores, churches, schools, social service and government agencies).
- Mention and/or feature 2-1-1 Mississippi in your regular site publications, newsletters and brochures. Use consistent language.
- Send "Letters to the Editor" to local community papers highlighting 2-1-1 Mississippi and position 2-1-1 Mississippi as a community resource.
- Place classified ads in local papers (sometimes they run public service ads for free).

- Distribute *wallet cards* at social service and government agencies, task force meetings, and community celebrations and as local events.
- Ask community members who take your material to take extras to pass to their friends.
- Host or mobilize community volunteers to host an open house or community coffee on 2-1-1 Mississippi.
- Participate in town meetings, talk show call-ins etc.
- Send a news release to your neighborhood or community newspapers announcing 2-1-1 Mississippi .
- Keep strong relationships with key community referral sources (health care worker, community service center staff, retirement community staff, social workers, community volunteers and neighbors). Network regularly.
- Get the 2-1-1 Mississippi message posted on Neighborhood Reader Boards. Messages should be short such as: 2-1-1 Mississippi, offers free information. Call 2-1-1

## **Generic Fact Sheet Format**

One line tag or mission statement...

### **Background**

Tell briefly about the issue or program, its origins and general goals.

### **Target Population**

Talk about whom is interested in these issues and why they are important

### **List Specific Information or Goals**

Bullet points, clear, sharp language

### **Services**

Describe how 2-1-1 Mississippi is influencing, helping, managing these issues or roles. Or more than one area, separate with specific sub headings.

### **Results**

State any research or data that supports your actions.

### **Contact Information**

State how people can contact you for more information. Describe any specific offerings, if applicable.

## **Local Community Papers and News Releases**

Local community papers, community center newsletters, and church bulletins are one of the best places to let people know about 2-1-1 Mississippi. A news release template is enclosed in this kit.

The purpose of a news release is to connect with the media to help them help you -- by getting out 2-1-1 Mississippi information.

What the media wants is ... NEWS! That means the information you provide should be timely and correct. Announcing helpful educational material, new data or services in your program is information that the media would be interested in getting to their readers -- especially local newspapers.

News releases should be direct, simple and clear. They don't need fancy language or boastful claims. Releases should be double-spaced and no more than two pages. Shorter is often better!

For announcing new resources, you may want to send a news release accompanied by the Your Backgrounder, and a one page information sheet on 2-1-1 Mississippi, if available. Make sure every piece has a contact name and number on it, and send with a simple cover letter that asks them to please let their readers know about your offering.

## **Success Stories, Letters to the Editor & Op-Ed Suggestions**

### *Success Stories*

One way to gain attention for 2-1-1 Mississippi is to appropriately share success stories. It is easy to forget in the day-to-day bustle that there are success stories happening all around us.

Sharing success stories with the media is only appropriate when the person profiled is 100% comfortable sharing their experiences. Once you offer a person's story to a media outlet, it is hard to maintain anonymity. Anonymous quotes, however, can sometimes be used. But it is important to remember that this is not for every person or family. Be clear that they give their permission.

Success stories can also be collected to use in your own marketing materials. A quote from a satisfied person in a brochure or a success story in a newsletter can be very powerful as it makes your news human -- warmer feeling and easier to understand.

Regardless of how you use your stories, have each person who provides you a story fill out a release form giving you permission to use their story -- even if you keep it anonymous. Give a copy of the signed and completed release for to the person and keep the original in your files.

## *Letters to the Editor*

Letters to editors are short (1-3 paragraphs) opinions sent by readers and printed by the paper. Sometimes we forget that they can be used for positive statements, as well as the usual complaints.

For most papers, it is important that the letters be relevant to something that has been in the newspaper, or a timely community event. For example, when the paper runs a story on a related issue (community members, managed care, services for low income community members, etc.) bring attention to how your program helps/supports/addresses the issue with a short letter.

## **News release Template**

Replace the items in bold for your news release.

Contact Name: **CONTACT NAME**

Contact Voice Number: **206 - 999 9999 YOUR NUMBER**

Contact FAX: **206 - 999 8888 YOUR FAX**

Contact Email: **YOUR EMAIL if YOU HAVE ONE**

### **HEADLINE - WHAT IS THIS RELEASE ABOUT**

*Subhead -- short, catchy elaboration or time frame if applicable*

(CITY, WA, **DATE**) The first paragraph of a news release should clearly, simply and cleanly state the WHO, WHAT, WHEN, WHERE and WHY with minimal details. It should be written objectively and with minimum hucksterism.

The second paragraph should highlight the importance of the release topic with a quote or a short demonstration ("real life story") of how it benefits the media outlets readers or the community.

Following paragraphs can give more details. If the story has clear "chunks" of information, use simple sub heads to call attention to the information.

### **About NAME OF ORGANIZATION**

Include one paragraph about your organization, mission and location. Add any relevant data if appropriate, such as leadership, etc.

###

## 2-1-1 Logo

Included in this CD, you will find the 2-1-1 logo. You may localize it to your area. Be sure that it follows the 2-1-1 logo standards.

### Fonts

- 2-1-1 font: Futura Bold Condensed Extra Bold
- Tagline font: Basilea Regular
- Local City font: Futura Book

### 2 Color Printing

- Blue (pantone 287)
- Red (pantone 179)

### 1 Color Printing

- Blue (pantone 287) or Black

### 4 Color Printing

- Blue= c:100, m:74, y:0, k:0
- Red= c:100, m: 85, y:89, k:0

## Story Ideas WorkSheet

The best stories often lie hidden in the day-to-day operations of an organization or among those who have daily interaction with people who have stories to tell. Take a moment to jot down stories and ideas.

Date: \_\_\_\_\_

Your Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### The Story

(What or who is it about? What did they accomplish? Who was helped? What changed as a result?)

### **Why is this story important?**

(What kind of adjectives could be applied - better, greatest, biggest, strongest, longest, oldest, youngest, etc.)

### **Is it timely or timeless?**

(When did it happen? Is it related to an issue or topic that's been in the news? Is it something that is always of interest?)

**Who is the best contact in the organization to discuss this with** (include contact information)?

**Who is the best spokesperson for this issue** (include contact information)?

**Are families or children part of the story?** If so, do you have a clearance or approval process to involve them in public relations activities?

**Does the story have any good visuals?** Places, people, pictures?

## **Radio public service announcements**

### ***Tips for radio public service announcements***

- Check with stations to see if there are other lengths of spots that would work well for them.
- Always send a letter on your United Way's letterhead asking for the PSA to be run. Say *why* 2-1-1 Mississippi is important to the community, and that you are a non-profit agency. Include background information for those stations who don't use prepared public service announcement copy and prefer to have their on-air personalities just talk about the topic.
- Put a desired start and end date for the PSA. If it has no time limitations (i.e. is not for a time-delimited event) you can tag it "EVERGREEN" or "TFN" (till further notice.)
- Be sure to allow plenty of lead-time in getting the material to the station. Plan to send your information a 3-4 weeks before you want the spot to start airing.
- It is a good idea to follow up with a phone call, a fax, or an email to make sure that your material arrived.
- It is best to time your copy with a stopwatch. Read it out loud to see how it sounds.
- Write 12 seconds of copy for a 15 second spot and 27 seconds of copy for a 30 second spot. This will allow for a variation in announcers' speech patterns and make sure that all your information gets read.

## **TIPS FOR INTERACTING WITH THE MEDIA**

In ordinary chitchat, people simply respond to questions without necessarily trying to put forward an agenda. In a media interview you need to answer questions responsively while still getting the 2-1-1 Mississippi message across.

Many people in the news complain that journalists have wounded them. But the truth is most wounds are self-inflicted. With that in mind, here are 10 basic tips to better control how your media interviews go.

### ***Tips for Managing Interviews and Media Calls***

1. Know beforehand what you want to say in the interview. If you are called unexpectedly, it is ok to ask the reason for the call, and tell them you will call them back in a few minutes while you gather the needed information. Ask if they are under deadline and how soon they need your response.
2. Distill your communication to 3 key points. If the interview is shorter than 30 minutes, make it 2 key points.
3. Keep your language simple.
4. Remove jargon. Don't use acronyms. Use short, decisive words.
5. Use facts to back up your points.
6. Have a handout with simple to read, up-to-date statistics, research, etc. Be sure to include source information if it is someone other than yourself.
7. Tell the truth. If you don't know the answer, tell the reporter you will research and call them back. Then follow up!
8. Speak in short sentences.
9. Keep your comments positive.
10. If you are asked a negative question, or things are posed in a negative way, don't repeat the negative.
11. Never speculate, even when pressed.
12. Don't wait for the right questions to be asked. (See #1 –you have points to make. Interject them.)
13. If you are called unexpectedly on a health care related matter, get the back up research information you need or recruit an expert within your organization. Don't feel pressured to answer if you don't know.
14. Always check your sources before giving them to the media. Keep your credibility intact.

## Quote Clearance Form

Name:

Address:

Phone Number:

Agency/Organization Name:

Agency/Organization Contact Name:

Agency/Organization Contact Phone Number:

Brief overview of story:

I hereby give my permission to Agency/Organization to use my likeness and story to promote their Agency/Organization. (please note any limitations.)

Signed:

(parents sign for children under the age of 18)

Date:

\*some information in this kit was provided by: Full Circle Associates, Seattle, WA