

Friend-raising....

building relationships with the media

Presented by:


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Marketing Manager



friend-raising 101

What is friend-raising?

- Awareness of your organization before you can get the funding you need.
- Get your “brand” out there... TOMA
- How many people here reach out to the media?
- The 4 P’s of Marketing?



2ND FLOOR Youth Helpline
 180 Turning Lives Around
 Ace Mentor Program of NJ
 AIDS Resource Foundation for Children
 Alborada Spanish Dance Theater
 All 4 the Dogs Rescue
 All Stars Project, Inc.
 All Children's Theatre
 Alliance for a Living Ocean
 Alternatives, Inc
 American Littoral Society
<http://www.lungusa.org/>
 American Red Cross - Greater Somerset County Chapter
 Angels in Action Foundation
 Animal Welfare Federation of NJ
 Annabelle Foundation
 The Arc - Mercer County
 The Arc of New Jersey
 The Arc of Union County
 Arts Horizons
 Arts Unbound
 ArtPride New Jersey
 Association for Children of NJ
 Association of NJ Environmental Commissions
 Beach Wheels, Inc.
 Better Beginnings Day Care Center
 Beyond Balance
 Big Brothers/Big Sisters of Monmouth County
 Big Brothers Big Sisters of Morris, Bergen & Passaic, Inc.
 Blossom International
 The Body of Christ Ministry
 Brand New Day, Inc.
 Bridges Outreach, Inc.
 BTC Management
 Building Affordable Communities and Housing of NJ
 Cancer Hope Network
 Cantabile Chamber Chorale
 CARES Foundation, Inc.
 Center for Public Service at Seton Hall University
 The Cerebral Palsy Association of Middlesex County
 CHADD of Monmouth Ocean
 The Children's Home
 The Children's Museum
 Chinese American Cultural Association
 Clean Ocean Action
 Coalition for Affordable Housing and the Environment
 Coastal Caregivers
 Collier Services
 Community Access Unlimited
 Community Health Law Project
 Community Justice Center
 Community Prevention Resources of Warren County
 Community YMCA (Red Bank)
 Computer Generations
 The Connection for Women and Families
 CONTACT of Burlington County
 CONTACT of Ocean County

cornerstones of marketing...and beyond

Elevate your strategy beyond others in the market



your non-profit's message

What is it?

- What is your non-profit's message?
- How do you currently promote? (talking point!----that's the point of this presentation)
- Everyone has passion about their cause
- But do you have the :30 sec elevator pitch?

“Hello, I’m Doug Hutton from Hutton House – a non-profit located in Newark, NJ that helps under-privileged families with temporary housing. Now in our 12th year, we’ve touched the lives of over 6,000 people. We have an upcoming fundraising event in March and would love to be able to promote it in your publication. Who would I speak to for a promotional grant?”

delivering your message

How and to whom?

- The media has lots of different entry-points:
 - *Newsroom*
 - *Advertising*
 - *Marketing*
- Ask if the organization has a “Non-profit or grant coordinator.”
- Create a cohesive message to increase your success.
- Use your :30 pitch to get to the right place... quickly!
- In many cases, artwork for print ads would need to be sent in camera-ready.
- Get to them EARLY – space is limited.
- Be flexible w/ your ad schedule.
- Kindness always goes a long way.

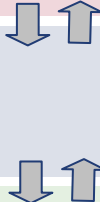
promoting your non-profit

From brand awareness to call-to-action

Brand Awareness & Top-of-Mind Advertising
- via major media

Specific unique message
- via select channels - niche

Direct & personalized message
- via mail, email,



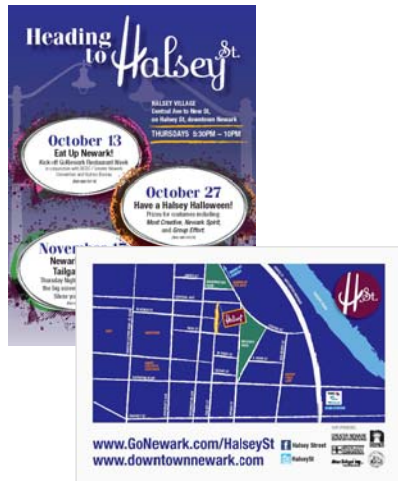
- Media can help you at each of these steps.
- Engage them in creative ways to become involved.
- Find a corporate partner to cover costs.
 - This may expand your visibility in the media.



make your money go further

Maximizing your promotional budget

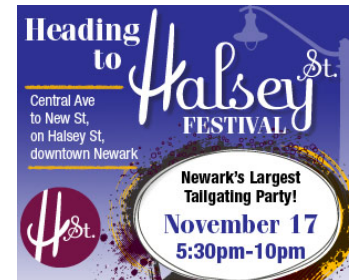
- Your print material IS your marketing.
- Streamlines your campaign with a cohesive brand.
- Cuts down on TIME & MONEY.



DIRECT MARKETING



PRINT CAMPAIGN



ONLINE & MOBILE

A case study of how to streamline your promotional products.

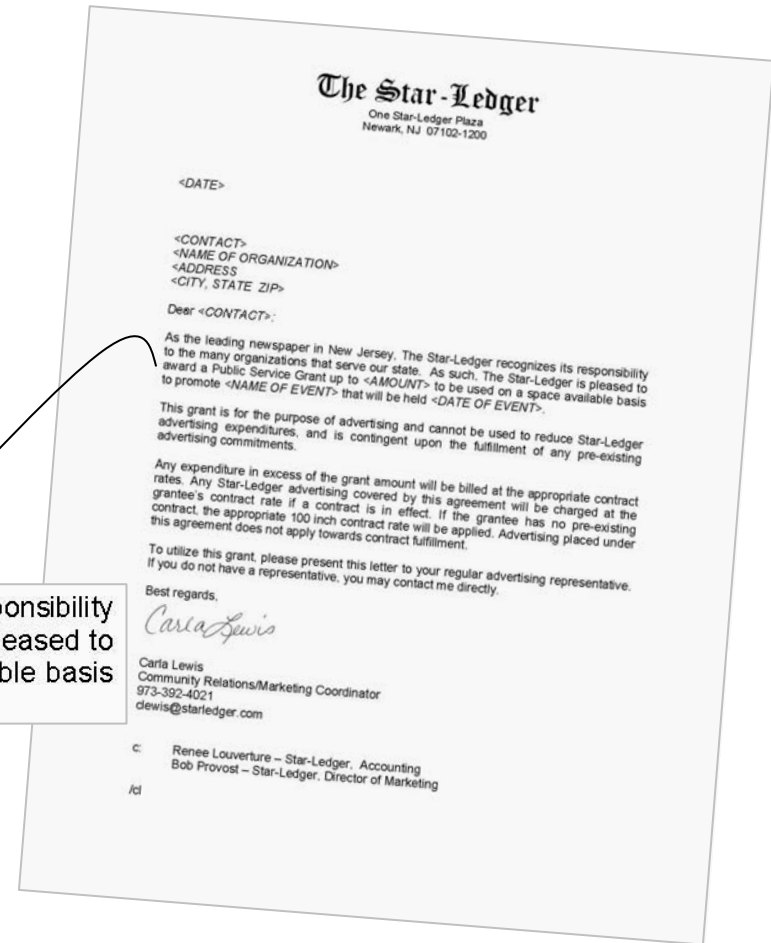
Done with one (1) designer on a super-thin timeframe & budget in Fall 2011.

promotional grants @ the ledger

Guidelines and processes

- A formalized grant process.
- Guidelines for participation:
 - 501-c3
 - used to promote an event
 - varying grant amounts
 - space as available

As the leading newspaper in New Jersey, The Star-Ledger recognizes its responsibility to the many organizations that serve our state. As such, The Star-Ledger is pleased to award a Public Service Grant up to <AMOUNT> to be used on a space available basis to promote <NAME OF EVENT> that will be held <DATE OF EVENT>.



side-bar: an idea for new revenue

Use what you already have

- Event planning to raise money.
- Feast or famine – take opportunity of down-time.
- Look at your calendar – look for opportunities.
- Leverage your contacts
- Possible charitable contribution for companies?



any questions?

Feel free to contact me at a later date too

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