

AZ Gives Day and Beyond: Public Relations Best Practices

**Recognizing Six Story Ideas for Your Non-Profit and
How to Share Them With Reporters**

Led by: Josh Weiss, President
10 to 1 Public Relations

About Josh

Josh Weiss, President, 10 to 1 Public Relations

For more than 15 years, Josh has worked with hundreds of external and internal clients to build positive brands and manage reputations.

Past positions:

- National Director of Public Relations– Rural/Metro Corporation
- Dir. of Communications/PIO– Southwest Ambulance and R/M
- Dir. of Communications and Public Affairs– American Traffic Solutions
- Political Consulting, Media Guys, Inc.,
- Account Executive Topspin Communications
- Assistant Press Secretary/Coordinator of Radio Operations, Illinois House of Representatives Office of the Speaker.



With more than a dozen public relations related awards earned during the past ten years, Josh is a frequent speaker at local, state and national conferences and has been published in several industry trade magazines. To see Josh's full career bio visit his LinkedIn page at <http://www.linkedin.com/in/4joshweiss>

Help Me Help You!



@10to1pr
#10to1pr



Goals of this Session

After this session you will:

- Gain Tips to Increase AZ Gives Day Donations
- Recognize 6 Story Opportunities
- Understand How to Share Your Story with Reporters



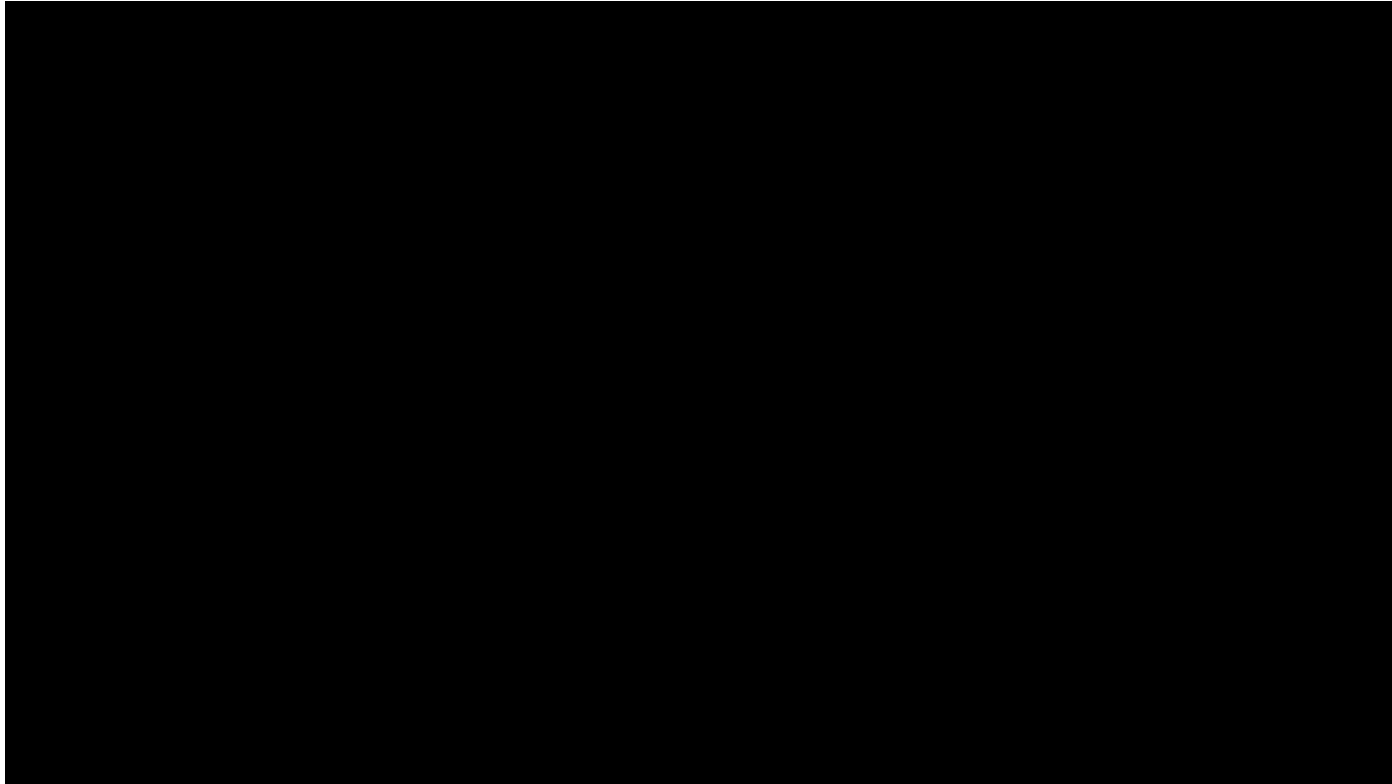
The 10 to 1 Rule

IT TAKES
10 GOOD
THINGS
TO BE SAID ABOUT
YOUR COMPANY
TO MAKE
UP FOR **1** BAD.



It's inevitable that a negative story (legitimate or false) will occur. Therefore it is essential to build up a "good will bank" to protect your agency's image.

About 10 to 1 Public Relations



Getting More Donations on AZ Gives Day

Start With Those You Already Know

- ◉ Ask Your Existing Donors
- ◉ Promote Through Your Email List
- ◉ Share via your social media channels
- ◉ Add to your email signature line
- ◉ Pitch it at events and meetings
- ◉ Encourage prescheduling their donations

ARIZONA
GIVES ★ DAY
APRIL 4, 2017

Getting More Donations on AZ Gives Day

Power Hours

In addition to straight donations, get part of the \$175,000 Prize Pool!

- Target a certain Power Hour/Contest

INCENTIVE PRIZE OVERVIEW:

Category One – Performance Prizes

Power Hours:

Arizona Gives Day 2017 will have 12 'power hours' all based on the number of unique donors that have given above a set minimum dollar amount within the specified 60 minute period. A unique donor is defined by the Email Address, First Name, and Last Name combination used on the donation's credit card or eCheck Payment Details. These donations will be pulled from our database and calculated accordingly. The power hours will not update in 'real time.' Winners will be added to the azgives.org website as they are determined.

Hour	Min.	Prize	Hour	Min.	Prize	Hour	Min.	Prize
6:00 am	\$100	\$ 5,000	10:00 am	\$ 50	\$ 2,500	2:00 pm	\$ 25	\$ 1,000
7:00 am	\$ 50	\$ 2,500	11:00 am	\$ 25	\$ 1,000	3:00 pm	\$100	\$ 5,000
8:00 am	\$ 25	\$ 1,000	12:00 pm	\$100	\$ 5,000	4:00 pm	\$ 50	\$ 2,500
9:00 am	\$100	\$ 5,000	1:00 pm	\$ 50	\$ 2,500	5:00 pm	\$ 25	\$ 1,000

Getting More Donations on AZ Gives Day

Use the Free Tools!

- Social Media
- Press Releases
- T-Shirts
- Logos
- Sticker
- Poster



Many of them customizable to
Include your logo.



Go to: AzGives.org Click on NPO FAQs, then click Nonprofit toolkit

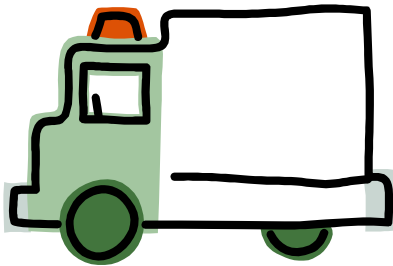
Recognize your Unique Selling Point

What makes your “product” unique?

What “visuals” are synonymous with your product?



Recognize your Unique Selling Point





Piggy-back stories; Calendar Stories



**ARIZONA
GIVES ★ DAY**

1-TBANK
Corporate Sponsor



Piggy-back stories; Calendar Stories

Did something occur in the news that creates an opportunity to make you an expert or makes you interesting?





Location or New Equipment Stories

- ◉ Ribbon Cuttings
- ◉ Name Changes
- ◉ Mergers/Acquisitions
- ◉ New equipment stories





Speaking Opportunities

- ◉ Submit or offer to speak as subject matter expert– even if your expertise is different than your business.
- ◉ Pre-speech announcement
- ◉ Post-speech announcement





Highlighting Employee Stories

- Who joined the team
- Awards
- What are your employees already doing on their own time



PHOENIX Business Journal

News People Events Jobs Resources Store

Affordable health coverage is smart business. [See what's now at Blue](#)

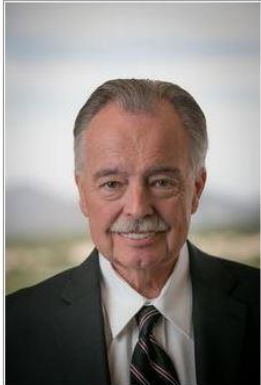
Scott Richardson | On the Move

11 of 21

Scott Richardson
Date added: June 3, 2013

New Hire
Nussbaum, Gillis & Dinner P.C.
on: Partner
Services
nt: Legal
ities: Scott Richardson joins
Dinner P.C. as one of the foremost
trol and Landscape regulatory
and across the nation. He serves as
ona Pest Control Association, has
articles and books related to the pest

Download On the Move contact information.





Human Interest

- Personal Stories
- Passions Revealed
- Tips



NOVEMBER 8, 2013

ENTREPRENEUR

Starting up during recession yields profit 5 years later

BY ANGELA GONZALES
agonzales@bizjournals.com
602-308-6521, @PhxBizAGonzales

Before Marlena Krueger started helping people look better through her Body Beautiful Med Spa & Day Spa in the Biltmore area, she worked in real estate fixing up properties.

Same kind of job, different clientele.

Krueger left real estate to start Body Beautiful nearly seven years ago, during what she calls the worst time to start a business.

"It was really tough," she said.

Customers were losing their jobs, making it difficult to keep a steady stream of customers. She didn't turn a profit until her fifth year, and now generates more than \$1 million a year in sales.

Operating the spa was very different from the real estate world. Krueger said it was a shock.

"There are so many costs and little hidden fees," she said.

When she started the spa, she



MARLENA KRUEGER PHOENIX BUSINESS JOURNAL
Marlena Krueger has paid \$65,000 so far for this Fractora machine, which uses radio frequencies to treat skin. When all of the attachments are procured, her total investment will be \$120,000.

was told to calculate her expenses, then double that number to ensure she could cover her costs. That proved to be optimistic. The first couple of years were spent reinvesting in the company.

"You have to be prepared to

work for free," she said.

Krueger just invested in a \$65,000 Fractora machine that rejuvenates and resurfaces the skin using fractional radio-frequency treatment. By the time she buys all the attachments that

go with it, she will have paid

\$120,000 for the equipment. Still, she tries to keep her prices reasonable.

"I want to give a fair service at a fair price," she said.

Business also came with

hiring challenges that proved tougher than she expected.

"If you've never had employees, think twice about taking some sort of management or patience class," she said.

The spa business has kept its appeal for Krueger through the hard times because she remembers how massage and physical therapy provided relief to her aching knees as a professional skier growing up in Buffalo, N.Y. But she's managed to get only four massages since she's opened her doors; she's either too busy or doesn't want to impose on her employees' time after a long day.

Instead, she focuses on creating a special day of relaxation for each customer – and she takes great pride in providing a good experience.

She recently had a group of customers book a lunch and massage package.

"It's supposed to be flawless and easy and let them just slide through," she said. "They were so happy when they left. OK, we did something right again."

naan co-founded Envoy America to offer transportation options for

asis, mlie 9 an even but five ions

for seniors in terms of transportation," Beran said. "There are adult children who are trying to figure out how to keep their parents mobile, avoid institutionalizing them and allowing them to age in place the way they want to."

All that requires a transportation option that is safe, reliable and affordable, he said.

"Our ability to provide this across the country is critical to us," Beran said. "That's why we're in such a footrace to do it as fast as we can."

The Scottsdale-based company currently has two employees – Beran and Kanaan – but they plan to add six to 10 employees in the Phoenix area this year.

Each operating unit will generate revenue of about \$1 million when they're operating at or near capacity," he said.

"And they will be able to generate a bottom line net margin earnings – on an EBITDA basis – of about 20 percent."

He said he expects each local unit to break even within the first 12 months of operation.

"We believe they can reach full profitability in 18 to 24 months," he said.

Human Interest

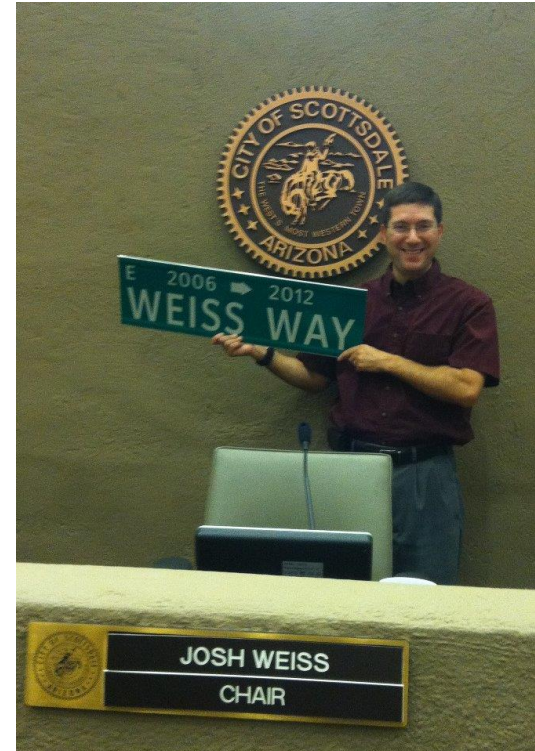
- Tell the story from the beneficiary side





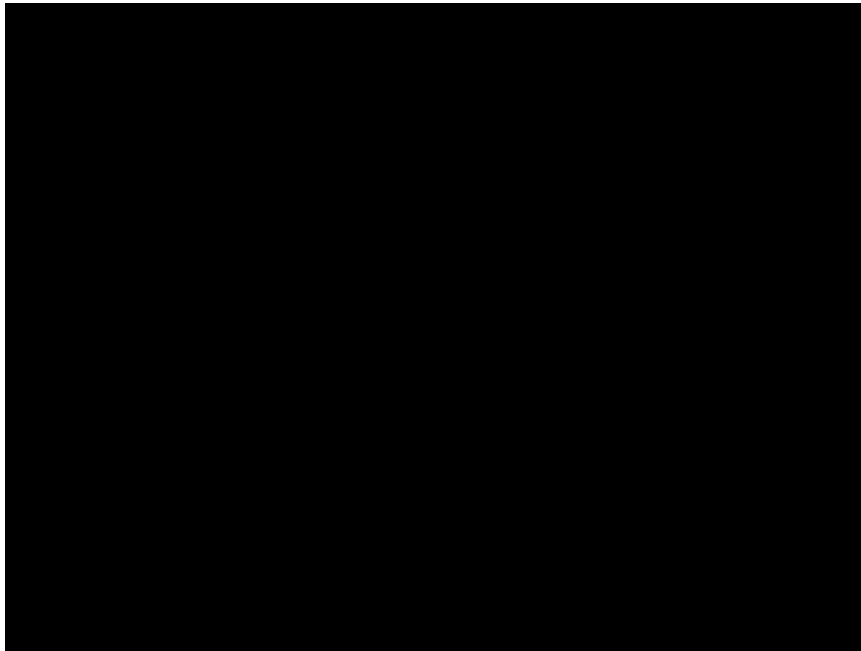
Community Involvement; Donations; Partnerships

- ◉ Chamber Participation
- ◉ Personal Volunteerism/Boards



Community Involvement; Donations; Partnerships

Are you donating physical supplies?



Community Involvement; Donations; Partnerships

Use one another to increase credibility and awareness.



EAT TOGETHER ★ PLAY TOGETHER

Chompie's is proud to partner with **PLAYWORKS** to keep bullying out of our schools and playgrounds. Chompie's makes a donation from each Kids Meal purchased to Playworks. Visit www.chompies.com/ccares.php and www.playworks.org/phoenix for more information.

LET'S EAT

Menu for Kids 10 and Under

Breakfast All Day

Happy Mouse Pancakes 4.89
plus bacon or turkey sausage

N.Y.C. Marathon Pancake 4.89
Whole wheat pancake plus turkey sausage

Say Cheese Scramble 4.89
Scrambled egg with choice of cheese, plus bagel and bacon or turkey sausage

ADD A SIDE
1 Egg (any style) or Mini Potato Pancake 1.29

DRINKS

Milk, Juice or Soda 1.99

ADD A SIDE
Cup of Soup, Small Salad, or Fresh Fruit Salad 1.99

Lunch & Dinner

Includes a sprinkle cookie and choice of one side: Carrot Sticks & Ranch Dressing, House-made Potato Chips, French Fries, Sweet Potato Fries, or Fresh Fruit Salad

Yankees Single Slider 4.99
Choice of one (1) Jewish Slider, Shuf Turkey Slider, or Western Slider (See descriptions on regular dining menu)

Checkered Cab Cheeseburger 5.99

Hey You Hamburger 5.89

The Big Apple Hot Dog 5.29
1/4 pound Kasha

Times Square Chicken Fingers 5.99

Go for It Grilled Cheese Sandwich 4.99

DESSERT EXTRAS

Chocolate Chip GFF Cookie 1.49

Peanut Butter GFF Cookie 1.49

GFF Brownie 3.99

Ask about today's additional selection of desserts and Gluten-Free Friendly desserts from our bakery!

Founded in Phoenix by the late, legendary restaurateur, Sam Quinn, N.Y. Chompie's has been a New York institution, serving the local community since 1979.

LET'S PLAY

WORD SEARCH:

Can you find the words related to Playworks and Chompie's?

Sagel	Hitting	New York
Coaches	Leadership	Records
Ball	Learn	School
Swimming	Partners	Training
Play		Waffle

SQUARE In the four boxes, draw pictures of sharing and including others. For example, sharing half your Chompie's bagel with your brother or sister.

JUMPROPE Playworks teaches that playing rock, paper, scissors is a great way to prevent playground arguments. With one color, draw a line connecting the object with the hand motion (hint: the hand in a fist connects to the rock). With a different color, draw a line between the hand motions that beats the object.

MYSTERY QUESTION Is a Chompie's bagel boiled or baked? Scan the QR code with your smart phone or visit www.chompies.com/ccares.php for answers to the mystery question and games.

DOTS Connect the dots and put a check mark next to the pictures that are games played at recess.

CHOMPIE'S IS PROUD TO PARTNER WITH PLAYWORKS

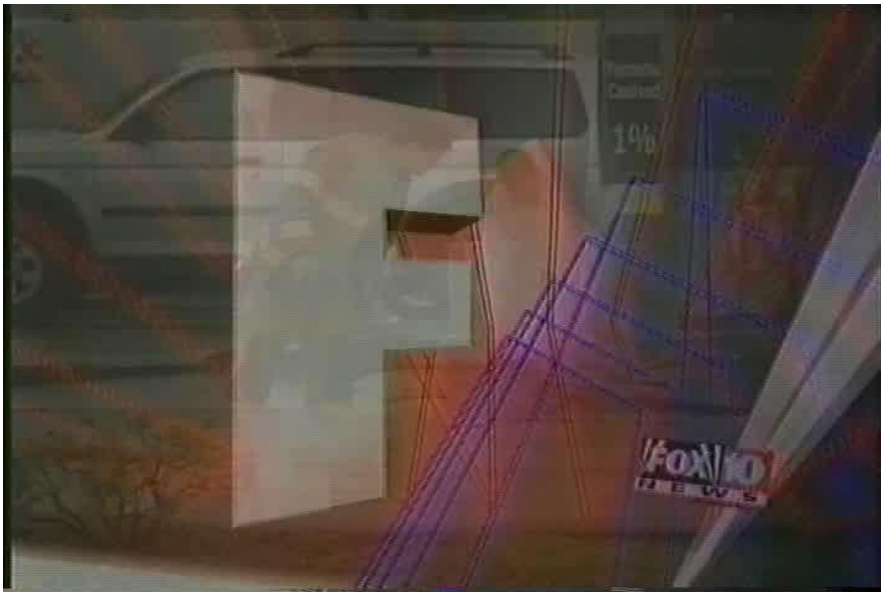
Chompie's Cares: Chompie's makes a donation from each kids meal ordered to Playworks to help keep bullying out of our schools and playgrounds. Learn more about Chompie's partnership with Playworks, as well as the various ways Chompie's Cares programs support our local community by visiting www.chompies.com/ccares.php

The Playworks Mission: To improve the health and well-being of children by increasing opportunities for physical activity and safe, meaningful play.

About Playworks: Playworks is a national nonprofit organization that transforms schools by providing play and physical activity at recess and throughout the school day through our onsite direct service and trained professional development workshops. Playworks restores valuable teaching time, reduces bullying, increases physical activity and improves the school and learning environment. www.playworks.org/Phoenix

Community Involvement; Donations; Partnerships

Show off your community partners to gain credibility and raise awareness of important issues.



How to Share Your Story

What are reporters looking for?

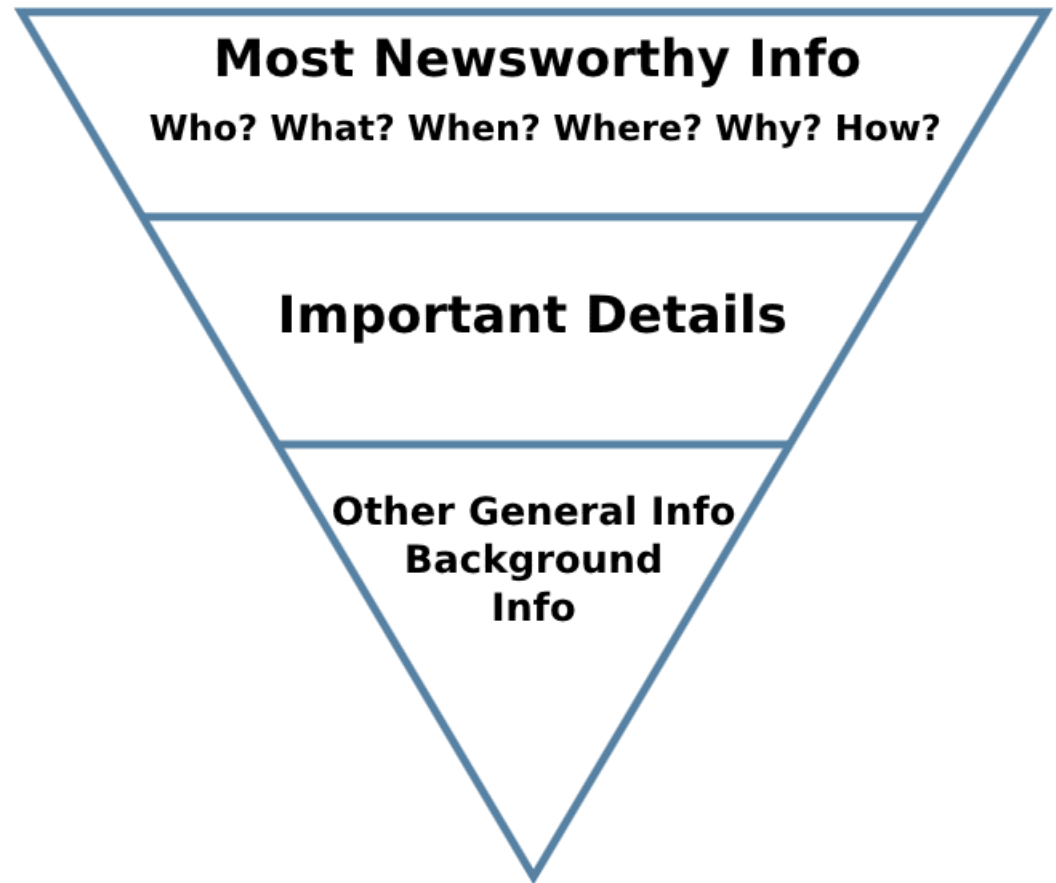
- Visuals
- Action oriented
- Timely
- Puns and hooks

Make it easy to cover where the
Sound byte or visual tells the story and paints your agency in a good
light.



Structure of a Press Release

- Top to Bottom
- Contact info
- Email Body
- 1 Photo with caption
- Proof-read



Structure of a Press Release

- Special Notes
- Header
- Hyperlinks

Media Advisory: Saturday, August 10 at 10am

Note: Guest "snow sliders" including the Phoenix Fire Department, State Rep Heather Carter and Cave Creek's Interim Town Manager scheduled to arrive around 11am.

Put On Your Snow Coat and Boots Because Natural Choice Academy is Hosting a Snow Day in Cave Creek on Saturday August 10

(Cave Creek, Arizona-- August 2, 2013) It's expected to be 105 degrees on August 10—so you better put on your snow coat and boots!

[Natural Choice Academy \(NCA\)](#) is hosting a [Snow Day](#) and Open House to celebrate the opening of its new campus in Cave Creek on Saturday, August 10 from 10am to 1pm. Kids and adults will enjoy 20 tons of snow, along with a 12 foot snow slide with sleds. AND, of course, the "snow" is made from 100% purified water with NO chemicals.

The event is free and open to all Cave Creek area residents.

Committed to ensuring pre-school aged children receive a developmentally appropriate education in the most natural setting possible, NCA is a learning enriched environment, focused on preparing children for success upon entering elementary school and providing a foundation for sustainable living.

Snow Day attendees are invited to tour the new Cave Creek campus which features the best aspects of NCA's All Natural Preschool approach.

What: Snow Day and Facility Tour (scheduled guests planning to slide in the snow include Phoenix Fire Fighters in full gear, State Representative Heather Carter and Cave Creek's

Structure of a Press Release

- ◉ What/Where/When
- ◉ Additional facts

Snow Day attendees are invited to tour the new Cave Creek campus which features the best aspects of NCA's All Natural Preschool approach.

What: Snow Day and Facility Tour (scheduled guests planning to slide in the snow include Phoenix Fire Fighters in full gear, State Representative Heather Carter and Cave Creek's InterimTown Manager Rodney Glassman)

When: Saturday August 10, 2013 from 10:00 AM to 1:00 PM (guest sliders scheduled to begin at 11am)

Where: Natural Choice Academy 29858 N. Tatum Blvd. Cave Creek AZ 85331

Natural Choice Academy in Cave Creek opened in August after a floor to ceiling remodel of the building to provide the very best preschool experience to families in the Cave Creek and Tatum Ranch areas. The campus features:

- Organic meals and snacks prepared fresh daily in our on-site commercial kitchen.
- Natural environment free from toxins and pollutants.
- Huge organic garden for learning and nutrition.
- Nature inspired playgrounds for children of all ages.

Structure of a Press Release

- Boilerplate
- ### or -30-
- Contact info

The Cave Creek location is the second for Natural Choice Academy, which also has 7,500 square feet of indoor space situated on a fully landscaped acre of land located at 13840 N. Tatum Blvd., near the corner of Tatum & Thunderbird.

About Natural Choice Academy

Natural Choice Academy is the world's first All Natural Preschool®. We create a school where children learn and thrive in a safe and caring environment. As a family owned and operated business, Natural Choice Academy understands the needs of today's families because we face many of the same choices. We believe natural choices are better for our children and our planet; therefore, every aspect of our schools have been examined to provide peace of mind.

For more information visit: www.naturalchoiceacademy.com

###

For more information contact:

Josh Weiss, President
10 to 1 Public Relations
480-789-0743
josh@10to1pr.com

Structure of a Press Release

- Emails
- Subject Line
- Body
- Attachments

From: Josh Weiss <josh@10to1pr.com> Sent: Wed 8/14/2013 9:11 AM
To: josh@10to1pr.com
Cc:
Subject: Gear Protects Fire Fighters From Snow Balls Thrown By Pre-School Kids in Cave Creek

Message Phoenix Fire Fighter Paramedic Ernesto Altamirano slid down the Snow Slide at Natural Choice Academy's Snow Day in Cave Creek on August 10

Gear Protects Fire Fighters From Snow Balls Thrown By Pre-School Kids in Cave Creek;

Phoenix Fire Fighters Joined Kids at Natural Choice Academy Snow Day in Cave Creek

(Cave Creek, Arizona-- August 15, 2013) This past Saturday, on August 10, more than 100 pre-school aged kids in the Cave Creek and Tatum Ranch areas played in the snow alongside City of Phoenix Fire Fighters as [Natural Choice Academy \(NCA\)](#) hosted a [Snow Day](#) and Open House to celebrate the opening of its new campus at 29858 N. Tatum Blvd. in Cave Creek.

Attendees enjoyed 20 tons of snow, along with a 12 foot snow slide with sleds. AND, of course, the "snow" is made from chemicals. The event free event was open to all Cave Creek and Tatum Ranch area residents.

One fire fighter, Paramedic Ernesto Altamirano, slid down the slide in full turn-out gear, and participated in snow games including a snow ball fight. The event was open to all Cave Creek and Tatum Ranch area residents.

The event provided appropriate education in the most natural setting for children for success upon entering elementary school.



Target the Right Media Outlets

Which media outlet is more important to help you reach your true audience?

- ◉ The Today Show
- ◉ USA Today
- ◉ Local TV News
- ◉ Regional newspaper
- ◉ Local radio
- ◉ Community Newspaper
- ◉ Monthly church bulletin



Follow-up Efforts

- Play the newbie card for big stories
- Soft sell
- Drip Method



Finding The Right Media Contacts

- ◉ Read the paper
- ◉ Online searches
- ◉ Competitor past-coverage
- ◉ Assignment Desks
- ◉ HARO (Help a Reporter Out)



Rules for Media

Reporters will like and respect you as long as you:

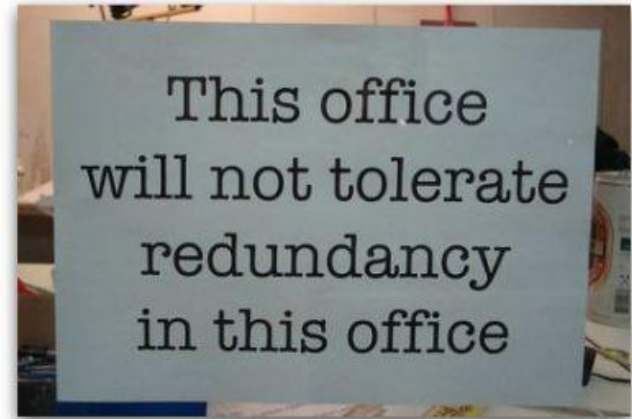
- **Never Lie**
 - Saying I don't know is okay
- **Respect their Needs**
 - News not Olds
 - Relates to their beat and audience
 - Required information provided
- **Accept their Deadlines**
 - Pay attention to when you're calling/emailing/scheduling an event
 - Always ask their deadline
 - Always respond early– even if to say you're going to be late



Owned Media

Repeat your own story:

- Regular Social Media Posts
- Newsletters
- Special e-mail blasts
- External Website
- Internal Employee Website



Personalize it for your TRUE audience:

- Decision Makers
- Customers/clients
- Employees



Offered Media

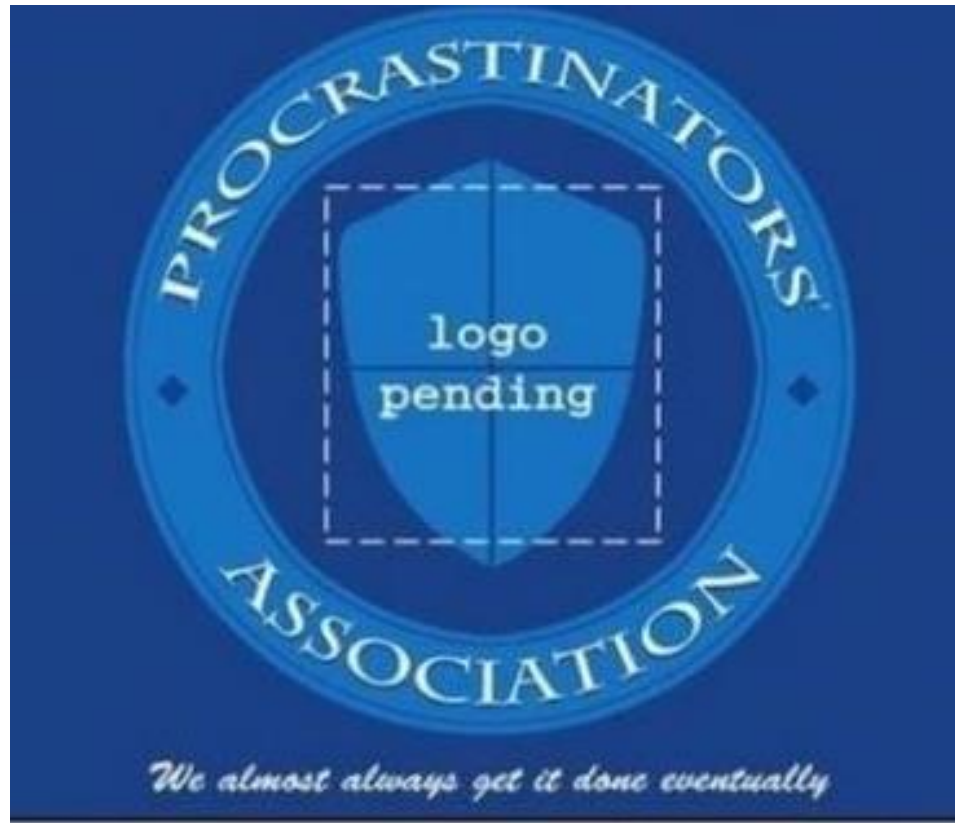
Let Your Friends Repeat your story:

NEW Alliance Website Posting Opportunities:



You can now submit News Items, Calendar Listings, and even Volunteer Opportunities to be posted on the Alliance website. To learn more, visit ArizonaNonprofits.org/Submit.

Just Start and Improve as You Go



For More Information



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www.10to1pr.com

[www.Facebook.com/10to1pr](https://www.facebook.com/10to1pr)

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