

# Princeton Community Works Workshop: Leveraging Media to Broaden Your Audience for Nonprofit Leaders



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## 1. Maximize Your Impact. Nonprofit Space is All About Efficiency.

Make the most out of what you've got.

*Goal:* By the end of this session, we aim to help you get just a little bit more out of your media strategy.

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## 2. Who Is Your Audience?

*Think beyond your board, staff, volunteers, and donors.*

To create an effective media strategy, you need a clear picture of who your audience is. You can gather easy-to-get data to help guide your decisions:

- **Web Analytics:** What pages do people visit? Where do they come from geographically?
- **Social Insights:** Who is following you? What are their demographics (age, gender, location)? What type of posts do they share or engage with most?
- **Email Metrics:** Who's opening your emails? At what times of day?
- **Surveys:** Tools like SurveyMonkey or Google Forms allow you to directly ask your audience what they want.

*Pro Tip:* Have a conversation with your biggest donors and key players. Open up communication and start developing personas for your target audience. This will help you make smarter platform decisions.

**Example:** A volunteer fire department has a specific demographic. Knowing this helps you decide where to focus your attention (perhaps not Instagram). You could even plug your audience profile into ChatGPT for more insights!

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## 3. Let's Clean House: Freshen Up Your Image

The guests are arriving! Time to tidy up.

- **Does your public-facing messaging align with your mission, vision, and goals?**  
Get an outside perspective. Ask a peer for feedback and **Google yourself**—see how your org appears to the world.

- **Benchmark your stats:** This helps you understand what's working and measure success (or not) later.
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#### 4. Build a Media List (And Check It Twice)

You don't need big-budget programs to do this. Create a simple media list in Excel.

- **Build relationships:** Reach out to journalists and reporters without a specific agenda. Introduce yourself, ask about their deadlines, and compliment their recent stories. Building relationships is an investment.

**Example:** A current client preparing to announce a run for local office had a conversation with a reporter to understand upcoming cover stories and the best timing for a press release.

- **Use social media:** DM journalists directly; it's an industry practice now.
  - **Refresh your list regularly:** Include both generic emails (news@, info@) and individual journalists.
  - **Media outlets:** Think beyond traditional platforms. Consider local newspapers, magazines, radio, podcasts, blogs, and even flyers in community spaces (local coffee shops, libraries, etc.).
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#### 5. Make It Sticky: Create Memorable Content

You've identified *who* your audience is, and *where* you're going to engage with them. Now, let's talk about *what* you're going to say.

**The Six Principles of a "Sticky" Idea** from "Made to Stick" (Heath Brothers):

- **Simplicity:** Keep it clear and concise.  
*Example:* Plug your message into ChatGPT and ask it to simplify the language to a 13-year-old's level.
- **Unexpectedness:** Surprise your audience.  
*Example:* "New trucks for the First Aid Squad—here's why it matters!"
- **Concreteness:** Use vivid imagery to make your message relatable.
- **Credibility:** Provide facts and trusted sources.  
*Example:* Include quotes from key stakeholders (volunteers, leadership).
- **Emotions:** People remember how you made them feel. Connect on an emotional level.
- **Stories:** Share compelling narratives.  
*Example:* "A day in the life" of a volunteer—relatable and impactful.

**Pro Tip:** When sending press releases, **package them like a meal kit:** ready to go with all the right ingredients—quotes, photos, and contact details.

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#### 6. Sometimes, You've Got to Get Creative

Don't be afraid to pitch yourself into the media conversation.

- **Op-eds:** Write about trending topics. Pitch editors before submitting.
- **Letters to the Editor:** Announce your event or share success stories.
- **Calendar Listings:** Most publications offer free event submissions.
- **Neighbor Posts:** Use Patch.com or similar sites to generate a link for easy sharing.
- **Host a Virtual Event:** Live stream on Facebook or host a Zoom panel.

**Example:** USRowing hosts regular "Media Days" where they invite journalists to meet the athletes. This increases media coverage and public engagement.

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#### 7. Consistency is Key

- **Consistent Outreach:** Keep your audience engaged and your content visible by maintaining a consistent media presence.
  - **Unified Voice:** Stay on-brand with your messaging and tone.
  - **Cross-Promote:** Share content across multiple platforms to maximize reach.
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## 8. Is It Working? Tracking Your Success

Measure your media efforts with these metrics:

- **Mentions:** How often is your organization mentioned in the media?
  - **Media Hits:** The number of articles, blogs, or shows where your organization appears.
  - **Audience Reach:** How many people have been exposed to your content?
  - **Social Media Impressions:** How many times your content is shared or talked about.
  - **Media Sentiment:** How is the media talking about you—positive, neutral, or negative?
  - **Engagement Metrics:** Likes, shares, comments, retweets.
  - **Clickthrough Rates:** How many people click on links in your media coverage (e.g., donation page, event sign-ups)?
  - **Earned Media Value (EMV):** The monetary value of the media coverage compared to paid advertising.
  - **Website Traffic:** Is your website getting more visitors after a media story?
  - **Conversion Rates:** How many visitors take action (donate, volunteer)?
  - **Event Attendance:** Track how many people attend events after they're featured in the media.
  - **Fundraising Impact:** How much money has your media coverage raised?
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## 9. Everything, Everywhere, All at Once? Nope!

Focus on a few things and do them well. Don't stretch yourself too thin trying to be everywhere.

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## 10. Let's Connect!

Have questions? Want to dive deeper?

**Real Coffee:** Drop in at The Graduate Hotel in Princeton on Wednesdays 1-2 p.m.

**Virtual Coffee:** Calendly link: [calendly.com/muellercomms](https://calendly.com/muellercomms)