



Nonprofits:
We're Here to
Help YOU

A photograph of three women sitting in a row, facing slightly to the right. They are all wearing blue lanyards with ID badges. The woman in the foreground is a Black woman with short dark hair, wearing a black blazer over a patterned top and large hoop earrings. The woman in the middle is a white woman with long brown hair, wearing a light blue button-down shirt. The woman in the background is a Black woman with long dark hair, wearing a dark blazer. They appear to be in a professional setting, possibly a conference or meeting.

What's Your Story: *How to Spread Your Good News*

THURSDAY, JUNE 23RD, 12PM – 1:15PM | FACILITATORS: ROSEMARY OSTMANN + LARA COHN

Jewish Community Council of Greater Coney Island's NonProfit HelpDesk

We focus on small and emerging nonprofits, offering

- Workshops
- Training
- Consulting

2,500 organizations have worked with us, benefiting from support in:

- financial management
- fundraising
- governance
- human resources
- management and operations
- marketing and social media
- strategic planning
- technology

POLL QUESTION

HAS YOUR ORGANIZATION BEEN COVERED BY THE MEDIA?

WHAT'S YOUR STORY

OBJECTIVES

Engage your audiences and win hearts and minds, change behaviors.

Think like a journalist to craft a credible, compelling narrative about your nonprofit. Find the hook!

Create messaging so your spokespeople/ambassadors sing from the same song sheet.

Make the most of all the communications channels available.

STORIES MATTER

THE NEUROSCIENCE OF NARRATIVE

Stories change attitudes, beliefs and behaviors.

Character-driven stories cause oxytocin synthesis, which triggers empathy and generosity.

When people trust us and feel we are safe to approach, they are more motivated to cooperate.

Research shows the amount of oxytocin our brains produce predicts how much we are willing to give.

EXAMPLE

CHARACTER-DRIVEN NARRATIVE



WHY STORIES?

THE ART OF STORYTELLING

- Third-party validation
- Two-way exchange of ideas
- People act on editorial info
- News you can use
- Builds and protects reputation



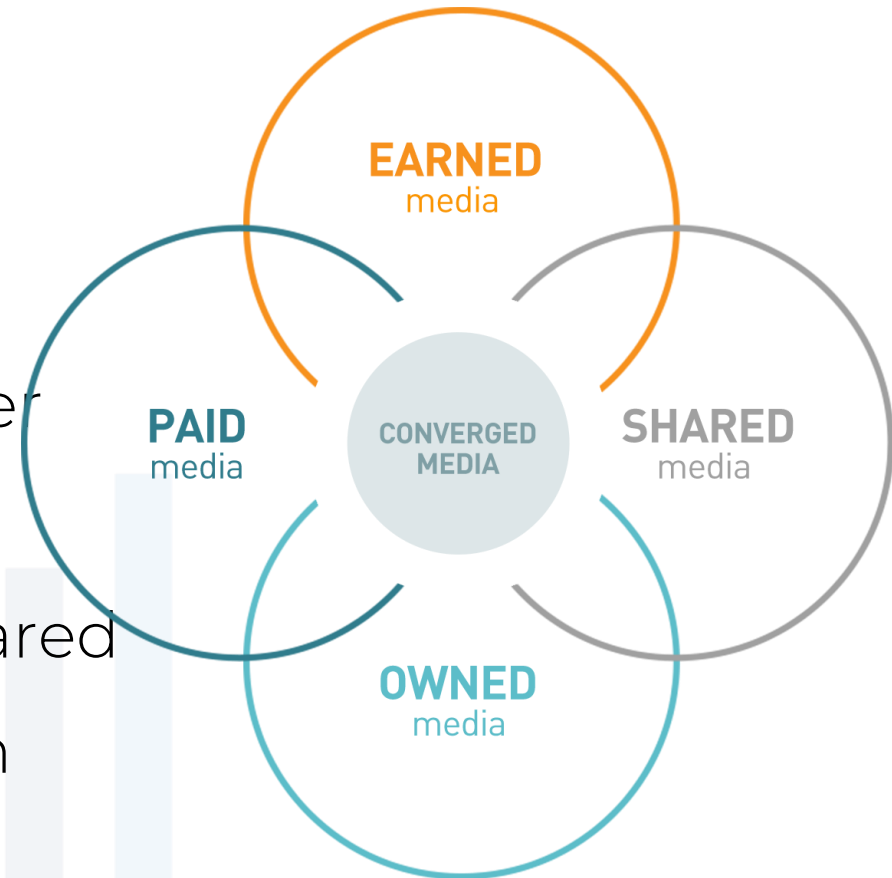
POLL QUESTION

ARE PRESS RELEASES ONLY FOR THE PRESS?

THE PESO MODEL

POWER OF CONVERGED MEDIA

- A good story is a good story
- The news cycle is shorter than ever
- Control what you can control
- Journalists look at owned and shared
- Younger demographic starts with shared



WHAT IS PR?

MORE THAN A PRESS RELEASE

- Pitching the media
- Identifying journalists
- Building a media toolkit
- Responding to a YES (or a NO)
- Leveraging news coverage



THOUGHT LEADERSHIP

NOT WHAT, BUT WHY



your brand
should stand
for (vs. sell)
something



easier said
than done,
trust us



your story will
not resonate
with everyone
and that's
okay



surround yourself
with credible
people/orgs



audiences are
more likely to
care about
compassionate
brands

POLL QUESTION

DO YOU FEEL YOUR ORGANIZATION IS NEWSWORTHY?

A GOOD SOURCE

A SPOKESPERSON CAN DRIVE NEWS

- No self-promotion
- Understands what people want to hear
- Easily accessible
- Talks in sound bites
- Says something others aren't saying



NEWS VALUE

COMING UP WITH A HOOK

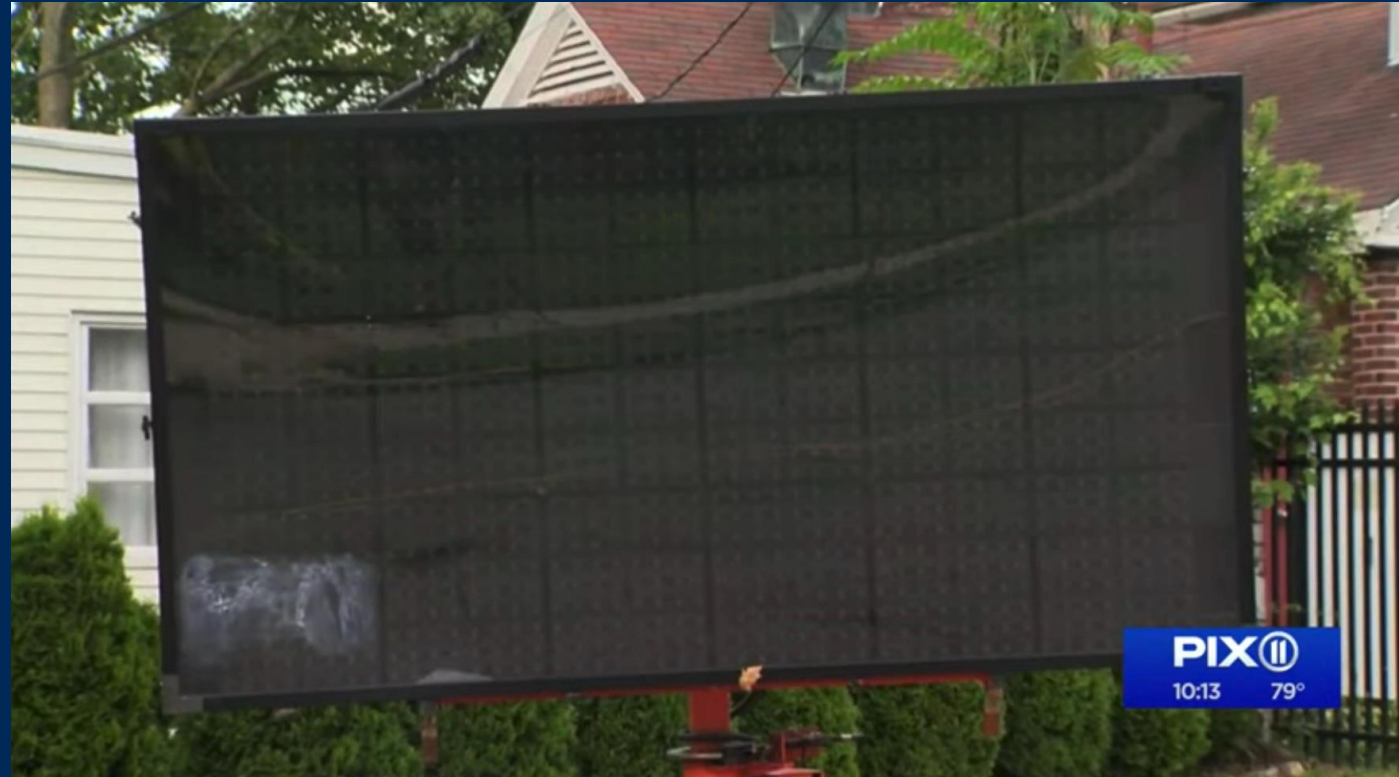
- Timeliness: Why now?
- Proximity: Is it in my backyard?
- Usefulness: Is it news I can use?
- Prominence: Is someone noteworthy involved?
- Impact: How many people does it affect?
- Novelty: Is it a first or counterintuitive?
- Controversy: Is there conflict or tension?
- Human Interest: Can you give a real life example?
- Trend-worthiness: How does it fit into a trend?



MESSAGING

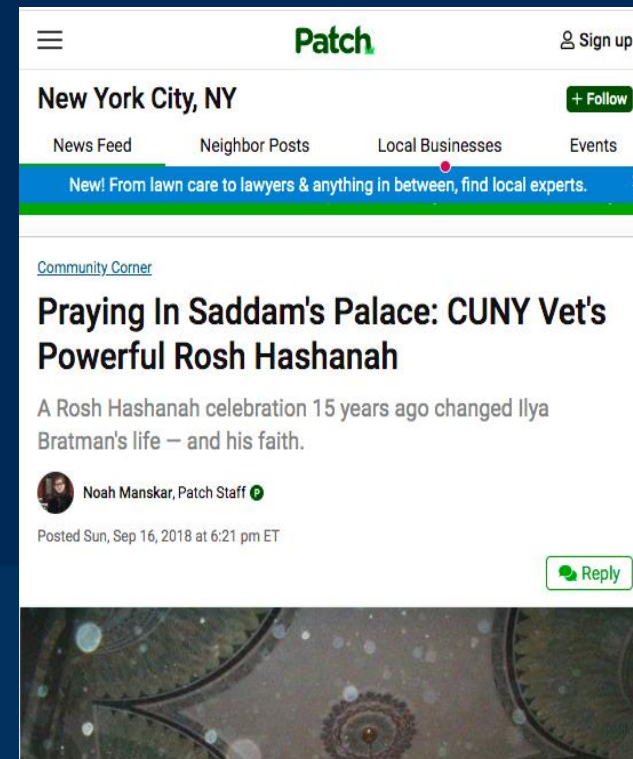
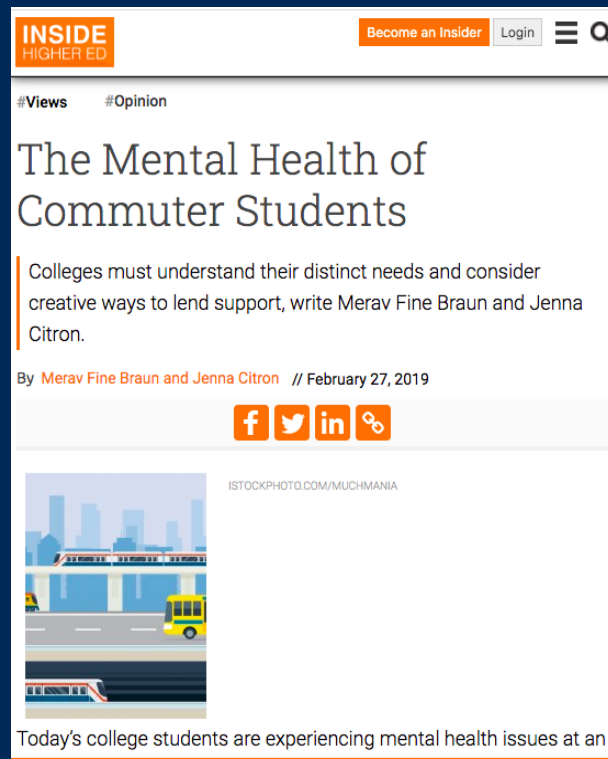
STICK TO YOUR SCRIPT

- Less is more
- Islands of safety
- Proof points/anecdotes
- Strategic pillars



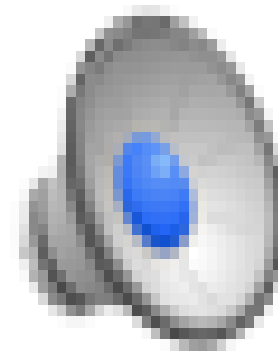
EXAMPLES

REAL-LIFE SUCCESS STORIES



EXAMPLES

RADIO AND TV STORIES



EXAMPLES

NPHD CLIENT



POLL QUESTION

WHAT'S YOUR FIRST STOP FOR NEWS?

THANK YOU + Q&A

STAY IN TOUCH

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