

## Build for the Future

Whenever you enter the arena of fundraising, know that anything you do now will help you build for the future. When you have had a positive response to a funding request, take notes as to whom you talked to and how you arrived at your success. This will help those who are trying next year to pick up where you left off. Even if things do not turn out to be successful this year, you might have built a relationship that can be pursued in upcoming years.

Make sure you properly thank anyone who contributed to your cause or set aside time to talk with you with a follow-up note and some sort of mention at your events. This will make them more likely to continue to give in the future.

Additional fundraising tips are available at [bacchusnetwork.org/group-fundraising.asp](http://bacchusnetwork.org/group-fundraising.asp)

## Marketing Your NCAAW

Your marketing plan is your map to how, when, and where you are going to let the campus and community know about your NCAAW programs. It is crucial to inform your potential audience about activities as far in advance as possible. You will want to bombard them with information concerning NCAAW, and you will have to make your program seem fun, interesting and more attractive than the myriad of other options available on a college campus on any given night of the week! Your marketing plan must be well thought out before you order that first poster.

**1. Target your potential audience.** Identify your target population and brainstorm what type of advertising might capture the attention of those students. Be aware that it is most effective to get the information out by using a mix of traditional and non-traditional advertising methods. Yes, do the flyers, but also chalk sidewalks and use costume characters to deliver your publicity! Have someone parachute into your football game! Consistent themes, colors, and logos will help show the far-reaching impact of your week's events.

**2. Identify all the media that will be valuable to get the word out.** Find out about deadlines and costs. For example, how much lead-time does the campus or local newspaper need to run an ad or press release and how much does advertising space and printing cost? Create a calendar with your committee so you will not miss any deadlines. Be sure your promotion activities are in line with your available budget. Make an appointment with the campus graphics and public relations department and integrate your committee's ideas with their expertise. See the box on Using the Media to Promote Your Message for very important details.

**3. Determine a schedule and assign specific tasks.** Make sure the deadlines and tasks that you have assigned are reasonable and

reachable. Use a backward planning method of setting up your promotional campaign. In other words, start with the opening date of your week; work your way backward on the calendar. If you are ordering educational or promotional materials to distribute, be sure that you do so in plenty of time. Record on your calendar the expected arrival date. By doing this, even if the atmosphere gets very hectic, the details will not be forgotten. Assign one individual to monitor the calendar on a daily basis.

**4. Make sure your sponsors are well publicized in your materials.** Be generous in sharing credit for the week's activities. Consider getting an inexpensive banner that features your NCAAW theme and lists the sponsors of your activities. Have this banner at all of your events.

**5. Stay on schedule.** Assign one individual to oversee each step and make certain everyone follows through with assigned responsibilities.

**6. Keep careful records of all publicity ordered.** Be meticulous in approving any artwork before it is printed.



## Using the Media to Promote Your Message

There are advantages to building close relationships with members of both the campus and community media staffs. A personal rapport with these individuals can only help the success of your activities. When promoting a message, a campaign, and a specific event there are three types of marketing that are easily accessible and, even better, they are free! These are the Media Alert, Press Release and Public Service Announcement (PSA).

### Media alerts versus press releases

A press release is used to announce something that has already happened or will happen in the future. For example, when a member is elected to a board of directors, an organization will send out a press release to encourage the media to do a story based on the information in the release and follow-up interviews or research.

A media alert is typically used to generate attention for a visual event that is to occur in the near future. For example, when a rally is going to take place at the Capitol, a media alert is sent to encourage the media to attend and report visually on the activity.

### How to write media alerts

A media alert should be concise and to the point. Because the reporter or news desk receives so many alerts and press releases, it is important to give them the facts in a simple manner. A media alert should not be longer than one page.

Make the alert newsworthy. Think before you write. Is this interesting? Is this solving a problem? Is this filling a need? Is the activity benefiting somebody or something? This information will give you the basis for your piece.

Do some homework. Send your alert to specific reporters if possible. Follow-up to make sure it was received. Be prepared to send it again if necessary. If you do not have access to specific reporters, or if you are trying to reach a large-scale audience, contact the newsroom and/or assignment desk.

### What to include

**Title:** Give your alert a title that allows the reporter to understand, in one sentence, what is happening and why it is important. The title will determine whether or not the piece is actually read. The title should be at the top of your page in bold letters. For example: *"BACCHUS Peer Educators hold 'Reality Check' on January 9th to save lives."*

**Who:** One line statement regarding who is participating and/or responsible for the release. For example: *"BACCHUS Peer Educators at <Campus Name>"*

**What and Why:** This is your chance to tell the reporter what is happening, so use your words wisely. Include as many pertinent details without sacrificing space and language. It is important to state the facts, not your opinion, while garnering attention for a potential story. For example: *"Students may not realize the impact even a small amount of alcohol has on their driving. These activities are designed to help students make the connection between..."*

Include the date, time, and location so that it appears twice in the document. After the initial statement, you may go into further detail on the reason for your action. For example: *"XYZ College students make responsible, healthy choices when it comes to alcohol!"*

### Bold the following sections

**Where:** Include the name, location, city, zip code, cross street, and a phone number of the location. For example:

***The University Student Center (555.333.1111); 1701 Main Street, Anytown CO 00002 (corner of 18th and Main, downtown)***

**When:** Include day, date, year, and time. For example:

***Saturday, October 24, 2009: 1PM-5PM.***

**Media Contact:** Include appropriate name, phone, cell, and email address. Using two contacts is always helpful in case the reporter cannot reach the first one. You may include your Web address here. For example:

***Joe Smith: (off.) 555.555.5555 (cell) 555.444.4444:  
joesmith@email.com  
Web: www.bacchusnetwork.org***

**To Attend:** If there is a possibility that your alert will be printed in the paper as a calendar release or if you are trying to generate attendance, include the appropriate contact and price if applicable. For example:

***Tickets are \$5 per person. To register, contact Jane Smith:  
555.333.3333 or janesmith@email.com or visit our  
website at www.register.com***