

Spring 2011

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**The *Communications Community Newsletter* provides news and information you can use to help your Senior Nutrition Program reach its fullest potential.**

In celebration of last month's March For Meals/Mayors For Meals campaigns, we selected the articles in this issue of the Communications Community Newsletter to help you build your program's public relations strategy and maximize the effectiveness of your awareness-building activities.

March For Meals is a high-impact, coordinated national public awareness campaign. Meals On Wheels programs across the country were invited to join together in raising awareness about the problem of senior hunger in America. Mayors For Meals, a component of the broader March For Meals campaign, encourages programs to reach out to mayors and other elected officials, enlisting the support of their local governments in the struggle to end senior hunger. Mayors For Meals Day, which took place on March 23rd this year, is a magnet for media attention in which the most visible individuals in your communities bring attention to their local Meals On Wheels and senior nutrition programs by delivering meals with volunteers.

MOWAA provides our Members with a variety of marketing and PR tools to strengthen their March For Meals and Mayors For Meals campaigns. These tools include logos for promotional pieces, sample press releases, a PR handbook, fundraising ideas from successful past campaigns, web banner advertisements, sample letters to send to elected officials and video and radio PSAs which can be customized for individual meals programs. To see some of your peers' March For Meals successes, visit the [MOWAA Member Blog](#).

Thanks to all the Members who joined us in this important campaign, and who reaped the rewards of this national effort, building local financial support, public awareness and their volunteer base.

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*Note: The following articles are reprinted verbatim and with the permission of the sources cited unless otherwise noted.*

# Creating a Successful Public Awareness Campaign

By Susan Burnash

Developing a Public Awareness Campaign is a necessary part of "selling" your organization, program and mission. It helps your stakeholders understand who you are, what you do, and why they should care. But what is a Public Awareness Campaign really? It's really a focused effort to share your "story" with a target audience to: 1) increase awareness around your organization; 2) educate them about the important work you do and; 3) Incite them to care enough to get involved.

This may sound simple enough, but to truly be successful, a Public Awareness Campaign must be based on a good plan, strong communication tools, inspiring stories, and a committed effort to stay on track. It must also be the results of a strong organizational team that is committed to planning proactively vs. reactively, meeting on a regular basis, and holding each other accountable for staying on track.

The first step in creating your Public Awareness Campaign is the development of a strong written plan that will lay the foundation of everything you will do. To do this you must ask and thoroughly answer the following questions. If you spend the time working through each one, you will have the roadmap you need to reach your goals and objectives successfully!

## 1. WHERE are we now?

Called the "Situational Analysis," the answer to this question describes what is currently impacting your organization, what defines your organization's current **Strengths**, **Weaknesses**, **Opportunities** and **Threats** (SWOT), and what you need to do to turn weaknesses into strengths and threats into opportunities. For many organizations, the biggest threats are the economy, internal resources, and money. But I've seen many nonprofits find new ways to turn these threats into opportunities with creative out of the box thinking.

## 2. WHAT do we want to do?

This is where you define your "Goals and Objectives." For example, the desired outcome of your Public Awareness Campaign may be to recruit more volunteers. This is your "Goal." Then you may determine that in doing this you want to increase your volunteer base by 10% in the next six months. This is your "Objective." To be truly successful in your efforts, it is critical that you set specific and realistic expectations for your efforts. This will help you in determining the strategies and tactics you'll want to use to reach them.

## 3. WHO do we want to reach?

It is my experience, that this is where many nonprofits get caught up. They focus their plan on "everyone" and that is way too broad to penetrate specifically. Your "Target Audience" must be broken down into specific groups you can realistically reach through your efforts and through your messaging. For example, you may decide that you want to recruit more volunteers from corporations that are open to, or already have an employee volunteer initiative or program in place. This would make sense as they can reach more potential employees internally than you might reach alone.

## 4. WHY should they care?

This is where the importance of your "Key Messages" comes into play. To be successful in your efforts, your key messages must be focused specifically on your pre-determined target audience. It must speak to their values, what is important to them, and what they will get out of the experience. Simply put yourself in their shoes. If you were sitting having a cup of coffee with a potential employer, or employee, and they asked you directly "What's in it for me?" What would you say? The answers you would give should be the key messages you use in your campaign.

## 5. HOW will we do it?

Next, you must have a well defined “Strategy” for reaching your target audience. If you want to reach employees of a local corporation, your strategy must be to first reach their employers. This can include a strategy to reach out to the HR Department, or their Community Outreach department if they have one. Do some research, figure out who the most relevant person is to reach and then you can determine what tactics you will need to use.

## 6. WHAT will we use to reach them?

When it comes to “Tactics,” every strategy can have many. I always recommend to my clients that you do a brainstorming session and just write down as many as you can think of. Then pick three to five that are manageable considering your time, resources, and budget. Here's a few I would recommend. 1) Contact their HR department and find out if they have a volunteer program and if there is an opportunity to present your program to them, or better yet, to their employees. 2) Submit a “story” to a local newspaper, trade publication, or a website that reaches your target audience, that highlights an employer that is already tapping into their employees for volunteer participation. This gets other businesses thinking about why they should do the same. 3) Join an HR group on Linked In and ask for advice on how to get more businesses engaged in volunteering with nonprofits. There are many, many, more tactics you could use!

## 7. HOW did we do?

For nonprofits, “Evaluation” of your efforts is critical for so many reasons. First, it helps you to determine if your efforts resulted in the goals and objectives you set. If they did, will you continue to use them? If not, what will you do differently? It also gives you some inspiring stories to share with your volunteers, staff, Board, and the public in general. But equally important, evaluation of your efforts is what funders want to see before, during, and after you have applied for or received a grant. So, never shortcut the process and skip this step. You'll always want to measure the success you've had with your well planned campaign.

*Susan Burnash is the owner of Purple Duck Marketing ([www.purpleduckmarketing.com](http://www.purpleduckmarketing.com)) and a Marketing Coach that works with nonprofits and small businesses across the US helping them to create greater awareness and involvement in their organizations. Susan presented a communications course at the Annual MOWAA Conference in Atlanta in 2010. If you are interested in getting a PDF of the presentation slides,, contact Suzanne at [suzanne@mowaa.org](mailto:suzanne@mowaa.org). Susan Burnash can be reached at (678)925-3582 or email [susan@purpleduckmarketing.com](mailto:susan@purpleduckmarketing.com).*

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**Publicity is a great purifier because it sets in action the forces of public opinion, and in this country public opinion controls the courses of the nation.**  
~ Charles Evans Hughes

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# Using Public Relations to Market a Nonprofit Organization

By K. MacKillop

Like any other type of business, marketing is an important key to sustaining a nonprofit organization. The problem is that it can be difficult to justify spending the nonprofit's limited funds on expensive ad campaigns. Fortunately, there are some fairly easy, low-cost options for getting the word out about what you do. Online marketing is a must, with a well-developed website and effective use of your contact database. A good public relations program runs a close second and can be the key to driving traffic to your website.

**Plan, plan, plan.** Every nonprofit should put the time in to plan a substantial public relations program. To start, your mission and vision need to be well-defined and make sense – a bunch of nonprofit jargon strung together has far less impact than a plainly-worded statement of what you are trying to do. Be clear on the top three points you want the general public to know about the organization, those factors that make your nonprofit stand out. Develop a solid verbal business card, a short and sweet statement (less than 30 seconds of speaking) that includes all the critical information about your organization. Prepare all supporting documents before you implement your PR plans, including press releases to meet varying purposes, statistical data sheets, program descriptions, photos, etc. Be sure every document is professional in appearance and photo ready, if necessary.

**Research media outlets.** Starting with your local media (newspapers, local TV news, regional periodicals), select those that are likely to reach your target market – donors, clients, or any other segment important to your organization's success. Request their media kits and spend some time becoming familiar with the style and intellectual level of their articles or clips. Media outlets cater to all different market segments with all sorts of interests. Don't waste time on those that are not likely to be excited about your mission. For those outlets that do seem appropriate, make the effort to determine who the gatekeepers are. These are the folks who have the first dibs on approving or disapproving potential story ideas. Once they are identified, work to develop a positive relationship with them through community networking events, periodic emails and the like.

**Follow up.** Once you have submitted a press release or story pitch, be sure to follow up within a reasonable amount of time. Remember that reporters are likely to get dozens to hundreds of story pitches in the email on any given day, so do not take it personally when yours is not picked up right away. Send out a follow-up email any time your organization adds a new program, reaches a milestone, or secures a major grant or donation. Be patient, but don't neglect your efforts. Over time, the media representative is likely to notice your organization popping up again and again...and hopefully will reward your persistence with a story.

**Be true to your word.** Whatever claims you make about your organization in your press releases or story pitches, be sure you can back them up. Reporters are almost always under strict time demands, and if you waste one minute of their time, most will never forgive or forget. Show up on time, tell the truth, and give them what they are looking for (that is, don't beg for contributions for the two minutes of camera time if what they want is a description of your programs or success stories).

An effective PR program may take time to develop, but the payoff of landing your nonprofit on the front page will be well worth all the effort.

*K. MacKillop, is founder of LaunchX and blogs about starting a non-profit. The LaunchX System for Non-Profits includes step-by-step instructions, key software, and more to help you start a nonprofit successfully. Article Source: [http://EzineArticles.com/?expert=K. MacKillop](http://EzineArticles.com/?expert=K._MacKillop)*

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It is not enough that a man has clearness of vision, and reliance on sincerity, he must also have the art of expression, or he will remain obscure.  
~George H. Lewes

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## **Press Releases: 10 New Rules to Get a Flood of Traffic From Online Publicity**

**By Donna Gunter**

I started submitting press releases in the 80s when I was a college student to help promote one of the many activities I coordinated as the vice president of service for a national service fraternity to which I belonged. Since that time, and especially since the advent of Internet marketing, the philosophy behind the strategy of submitting press releases and measuring the success of a release has completely shifted. The number of clippings from newspapers running your release used to be considered the hallmark in determining the success of a release. That's no longer the case.

In today's marketing environment, submitting press releases online is a very viable strategy for attracting attention to your website and to your organization. However, the strategy is very underutilized. Why? Because most of us are still operating under the rules of traditional press releases. Many of the traditional rules of writing press releases no longer apply in today's Internet marketing age.

Here are 10 new rules for online press releases that will help you get better results from your Internet marketing:

### **1. Write for consumers, not journalists.**

Today's online press release is really written more for the general public rather than members of the media. The media may, indeed, pick up your release and create a story or interview you based on that release. However, what is more likely to happen is that a consumer who is searching online will stumble across your release and be compelled to take the action that you specify in the release.

### **2. Set a goal for the release.**

Do you hope to drive traffic to your site, sell tickets to an event, or promote donations? This is how you measure the success of today's press release.

### **3. Determine your target audience.**

Just like with any other marketing effort, being able to address the needs and concerns of your target market is key to creating a successful press release. If you have more than one audience, you may want to create more than one release.

#### **4. Include your call to action.**

Do you want to invite the reader to pick up free information on your site, register for an event, or buy your newest book? The call to action that you desire needs to be included in the final paragraph of your press release.

#### **5. Create a compelling headline.**

The headline for your release needs to be compelling and interesting enough to get the searcher to open and read your release. If you struggle to come up with compelling headlines, take a trip to your local supermarket and read the headlines on the magazines that are placed near the checkout lanes. Women's magazines, *Cosmo* in particular, have excelled at the headline game for years, as it is the headlines on the cover that help them sell magazines. Study their headline formulas and see how you might apply them to your own business.

#### **6. Promote all activities.**

No longer are press releases reserved for newsworthy events. Submit a press release for anything that happens: the launch of a new website, your presentation at a conference, the release of a new ebook, your election as an officer to a professional association, etc.

#### **7. Optimize for searches.**

Before completing your release, do a quick keyword search using the free keyword research tool at Wordtracker.com. Optimize your release for 2-3 relevant keyword phrases for which you want to be found that have a fair amount of search traffic. Include these keywords in your headline, sub header, first paragraph, and body of your press release.

#### **8. Write for longevity.**

In the days of the traditional release, a press release was only available for a short period of time and then disappeared forever. Online press releases, however, hang out for years on websites and can be found in searches several years after their initial release date.

#### **9. Include links.**

Unlike the releases that appear in print media, your online press release can contain several links to various pages on your site. You may want to direct readers to your home page, to a specific landing page or product page, or to an event registration page.

#### **10. Pay for release.**

There are many free press release sites online. The dirty little secret of these free sites is that your release is never submitted anywhere. It just sits on that free press release site, never to be seen again. If you truly want your release to be seen online, pay for that privilege.

Press releases are a great tool to help you in your Internet marketing efforts. Begin slowly, and plan to submit one release per quarter at first, and then move to monthly, and perhaps eventually to weekly. By doing so, you'll make your site more relevant to search engines, drive more visitors to your site, and position yourself as the well-known expert in your field.

*Donna Gunter, author of Get More Clients Online: How to Get 95% of Your Clients from Internet Marketing, and founder of OnlineBizU.com, is an Internet Marketing Coach who helps independent service professionals learn how to market themselves and their businesses online without selling their introverted souls.*

[http://www.ctnonprofits.org/ctnonprofits/sites/default/files/fckeditor/file/resources/marketingPR/10Rules\\_Tr afficFromOnlinePublicity.pdf](http://www.ctnonprofits.org/ctnonprofits/sites/default/files/fckeditor/file/resources/marketingPR/10Rules_Tr afficFromOnlinePublicity.pdf)

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Some are born great, some achieve greatness, and some hire public relations officers.

~ Daniel J. Boorstin

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## Bonus Resource: American Towns

**Send out press releases instantly to your local media and post events in your community for free.**

MOWAA and AmericanTowns Network (AmericanTowns.com) partnered in April of 2010 to increase awareness of the millions of seniors at risk of hunger in the U.S. Americantowns.com focuses on bringing together people and information in communities across the country.

In December 2010, AmericanTowns.com created web pages on its site for all of our MOWAA Members. Those pages contain only basic contact information about your Meals On Wheels program. For more information on how to find your AmericanTowns.com page, update your program information and send out a press release to your local media, you can visit: <http://www.mowaa.org/americantownslanding>

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Effective communication is 20% what you know  
and 80% how you feel about what you know.

~ Jim Rohn

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## Elements of a PR Program

By e-Agency

Unless you are a celebrity good public relations just doesn't happen on its own. It takes a lot of skill, and consistent hard work, over a period of time. It's part art, part science and when practiced correctly the results can be very rewarding.

The bottom line, public relations—versus other marketing communication tools — delivers the most bang for your buck.

### Why Public Relations is Important

*Media coverage increases credibility*

Paid advertising increases name recognition; media relations increases credibility. When people read a story about the excellence of your organization in a newspaper or see a story praising your company on television, they are much more likely to have a favorable opinion of your organization.



*Media coverage helps you attract "quality" prospects*

Because public relations increases credibility, it helps you attract those who want the best. When people have heard of you and have a favorable impression of you, it is easier to attract and hold their attention while you tell your story.

*Media coverage makes you a player*

Coverage in important publications or on TV can make your organization look much larger than it is.

*A public relations program stretches your marketing budget*

Because the media does not charge for news coverage, the relative cost of a good program is a lot less than for paid media or a direct mail campaign.

## **The PR Plan**

Create a plan with goals and objectives. Define the target audiences and the target messages. Plan how your media relations program will fit with your other marketing communications programs. Establish in advance how you want to measure the success of your program.

## **Press kits (print & electronic)**

A press package is the foundation of any media relations program. It consists of a series of stories, usually placed in a two-sided folder with pockets that organizes information in a way that is easy for the news media to use. Typically it will include a description of the organization, key facts and figures, biographies of the principals, a history, and two or three stories on current trends and issues. It functions as instant background material when a story arises. Press packages also usually include photography.

With the growing importance of the Internet, the opportunity to deliver a press kit instantly gives every company or organization one more good reason to have a press section on their Web site. When a reporter calls and wants a document, photograph, map or chart, he or she can turn to your Web site and obtain the information in a form that can be used accurately and with a minimum of additional work.

## **Develop Media Lists**

The shotgun approach (sending your news to every outlet/broadcaster/publication in the country) is not the most effective way to reach your target audience. Taking time to do a little research can produce greater results for your efforts. Know whom you want to reach and know the format and medium that the media prefer. Delivering your story in the right format to the right media is more likely to ensure successful coverage.

## **Major Announcements**

These could be a new research development or a major new change in business direction. These typically result in 500- to 800-word stories in print publications and often merit radio and television coverage. Occasionally, a press conference or press briefing may be appropriate in conjunction with major announcements.

## **"Trend" Press Releases**

These are usually the most valuable to the news media, and will help you establish a reputation as a source. These are about developing trends in your industry and contain information that would otherwise be difficult for the media to obtain.



## **Feature Story Releases**

Although a feature story must be newsworthy, in the broad sense of the word, it is also timeless. It can run in today's paper or tomorrow's or next week's. Feature stories are often called "evergreen" for this reason – it's always fresh and will not fade. Unlike a news story, a feature can have a point of view, an "angle", and is often longer than a hard news story on the same subject.

## **B-roll or Video News Releases**

Background video tapes will help get your story on television. Again, they are most useful when a subject is difficult or inconvenient to film. Examples would be surgery, the inner workings of a computer or restricted areas of an airport.

You may want to do a complete video news release (VNR) when there is an important announcement, or simply have background footage available for various television stations to put together their own stories. Footage must be in professional format.

## **Becoming a Source**

One of the key strategies of a successful public relations plan should be to become a source when the news media is doing its own story. One achieves this by issuing regular, professionally written press releases to let reporters know you are here and by being available when they call. Calls must be returned within the hour — sooner if possible — seven days a week, 24 hours a day.

## **Public Service Announcements (PSAs)**

PSAs are among the most common types of publicity for non-profit organizations. Since they are short, broadcasters run a lot of them and they are easier to get than specials, interviews, features, or news coverage. You can say a lot in 20, 30 or 60 seconds and since it is likely to be repeated several times, your message will have multiple impact. The least expensive kind of PSA is "live" copy, where the announcer reads your material live. You may also submit pre-recorded material, if you have a production budget. Live copy to TV stations should include visual material. And there are several different formats to be considered if shooting or producing your own PSA – you'll need to find that out in advance.

## **“Op-ed” Articles**

"Op-ed" articles, so named because they typically run opposite the editorial page, are an excellent opportunity to comment on issues of the day and to build name recognition as an expert in the field. They run under the by-lines of experts, and give you a chance to state your case in your own words, with minimal editing by a reporter. Once published, they can be effectively used as reprints.

## **Letters to the Editor**

Many papers try to publish as many Letters to the Editor as possible and they take these letters seriously. Make it short, concise and focused on a single point. This is also an effective venue for addressing a controversial issue, clarifying any misconceptions or inaccurate reporting about your business or product, or introducing a new product. But regardless of the purpose, it should never be more than 3-5 paragraphs.

## **“Riding” a News Story**

When a topic on which you have expertise is in the news, it is important to issue a release immediately that includes a brief comment and the statement that you are available for interviews.

## **Special Events**

Special events can be held to bring attention to an organization or individual, make an announcement, or spotlight something very visual that cannot be communicated via a press release. However, it is just as important to provide the media with background material – a one-page release, copies of statements made, information that will help them write a good story, product samples, souvenirs, etc. Follow-up is crucial. Often the press will not cover an event itself but will use it as a "news peg" for an advance story.

## **Speech Writing**

Remarks by an organization's top executives can attract positive attention. Keynote addresses at conventions, luncheon talks to service or professional groups, greetings to guests at receptions and dinners are among the possible forums.

There is an art to writing speeches and more goes into the process than doing research on the speech topic. Knowing the person for whom the speech is written is key – the speaking style, the vocabulary, the cadence, and the preferences. Is he/she the type to go off on tangents? If so, you've got to get your key points communicated early on. Does the speaker know the audience well? If so, he/she may want to speak more personally vs. formally. Will there be visual aids and is the speaker comfortable using them? Can the speaker carry off a humorous approach, if appropriate? Who is the audience and is there likely to be any opposition, media present or food being served while speaking? Will the speech be used any other ways – turned into an article/newsletter, posted on a Web site or distributed to media? All of these issues must be considered in addition to the topic.

## **Photography**

Although it may not seem obvious, photography is most important when a subject is difficult to photograph and/or not inherently visual. Examples would be a story on how a computer "firewall" works, undersea exploration, trends in insurance coverage, etc. If you can take the time to supply a good photograph in a difficult situation, it greatly increases the chance that the media will use your material. If photographs are not feasible, charts, diagrams or other graphics can be useful. Photographs should be black-and-white glossy prints, color slides or transparencies. Press packages may include black-and-white photos and state that color material also is available via your Web site's press section.

## **Internet Monitoring**

The Web now offers an incredibly wide range of public forums, in addition to the traditional array of print and broadcast sources, for dissemination of news and information. Every organization should have a program to stay in touch regularly with appropriate news groups and Web sites.

## **Community Meetings**

Often it is important to hold small neighborhood meetings to explain various portions of a program that will directly or indirectly impact a group of citizens. In addition to an ongoing public relations campaign it may be necessary to reach out to head off any negative publicity caused by lack of accurate information. Examples of appropriate use of community meetings include change in flight patterns over neighborhoods adjacent to an airport and major base-reuse project.

## **Specialized Fact Sheets**

When you have more details and facts and figures than can fit in a one-page press release, you need a Fact Sheet. It can be several pages long and include historical perspectives, anecdotes, and data. It should be well written with short sentences and paragraphs and wide margins. This gives you the best of both: a short press release that quickly gives reporters and editors the essence of your story, and material to do an in-depth article.

## Quarterly Newsletters

Another way to keep your strategic messages in front of your target audience is to communicate via a quarterly newsletter. A newsletter is an excellent place to recap the coverage you have received in the media. Not everyone in your target audience will have seen all the coverage your organization has received. When it is reviewed in its entirety the sum becomes greater than its parts. Newsletters can be either mailed or e-mailed to your contact list. It is important to build and maintain your database to achieve maximum effectiveness.

## Annual Reports

Annual reports can be used by any organization with enough to say. Annual reports not only report but they are an important place to publish your strategic messages.

## Community Calendar Listings

Community calendar listings are similar to PSAs – generally used by non-profits and community organizations – except they usually promote an event rather than a cause or service. Businesses can sometimes be listed if the event is free or serves the public interest.

## Surveys

One way to create news is to conduct a survey and report the results. Surveys are most helpful when you can use numbers to make a before-and-after comparison. They can be used to gauge the knowledge of your audience on your services or to determine the effectiveness of your PR campaign. In any case, they should always be short and specific. These days, surveys are not just limited to telephone or direct mail. Using the Internet to conduct a survey can provide quick feedback at minimal cost.

## Crisis Management

Crises are not always necessarily bad. An emergency or controversy may give you the opportunity to reach large numbers of people with your company's perspective. Good or bad, a few things are key in handling crises. Advance preparation can turn a rough situation into a smooth operation with the best possible outcome. Have facts & figures ready, make sure spokespeople are well briefed and trained to deal with media, know the media and how to reach them off-hours so that you can proactively address concerns. "No comment" is often the worst comment implying evasiveness or guilt. Be prepared with a response to media inquiries or, if unable to answer, let the media know when an answer will be available. In other words, be prepared and forthright.

*E-agency is a California public relations firm. A slightly longer version of this article was originally published on their website: <http://pr.e-agency.com>*

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## Bonus Resource: The Studio Store

MOWAA Members have access to the MOWAA Studio Store ([www.mowaa.org/studio](http://www.mowaa.org/studio)), where you can purchase TV, radio and print public service announcements (PSAs) or promotional materials such as car magnets. The photography store has a range of high-quality images from a variety of Senior Nutrition Programs, perfect for posters, flyers or your website.

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What kills a skunk is the publicity it gives itself.  
~ Abraham Lincoln

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## Book Review: The Free Public Relations Book

By Ashley Wirthlin

<http://www.publicrelationsbook.com/>



The Free Public Relations Book is filled with useful information on social media, PR tactics and strategies, and PR planning tips. It is a quick guide and introduction to public relations with in-depth information on public relations best practices that are presented in a clear and direct format. Inside, you will find three book reviews on some of the best PR books from professionals in the PR and marketing industries.

Inside the Free Public Relations Book you will find tips on:

- How to Implement Do-It-Yourself Public Relations Strategies
- Step-by-Step, How-To Formulas for Writing a Killer Pitch & Press Release
- How to Utilize the Opportunities Social Media and Blogs Present to Your Benefit
- Why Traditional Public Relations is No Longer Effective
- How to Improve & Advance Your PR Career

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## EDUCATION OPPORTUNITIES

Visit [www.mowaa.org/calendar](http://www.mowaa.org/calendar) for the most up-to-date listing of events.

### Webinars

**Details:** Visit [www.mowaa.org/webinars](http://www.mowaa.org/webinars) for more information.

#### Preparing Successful Grant Proposals

**When:** April 14, 2011 from 3:30 p.m. to 4:30 p.m. EDT.

**Where** At a computer near you.

#### Fundraising for Small Nonprofits

**When:** May 12, 2011 from 3:30 p.m. to 4:30 p.m. EDT.

**Where** At a computer near you.

### Other Opportunities

Bank of America, supporter of MOWAA's Basic Financial Management Institute, is hosting a series of Nonprofit Impact webinars. MOWAA Members have the opportunity to participate in these webinars for free. For more information, visit: <http://www.cybergrants.com/boa/webinars>

### 2011 MOWAA Annual Conference and CommonGoods Vendor Expo

**When:** August 30 - September 1

**Where:** Westin Michigan Avenue, Chicago, IL

**Registration:** [Is now open. Early bird rates expire July 1!](#) **Visit:** <http://www.mowaa.org/conference>