

## Perfecting Your Press Kit

Your press kit is something each organization should have as a download on your website and a file in your shared drive with your staff and board members. It's important for news stations, ambassadors, board members, volunteers and paid staff to be able to know the talking points, the donation ranges and some of your impact stories. This will make it easier for a reporter to get the initial information that s/he needs, creating a great likelihood that you'll make it on the news for good reason. Positive media coverage can mean an increase in awareness for your organization and its cause and even increased donations, both monetary and in-kind. Your press kit should be simple and easy for members of the media to read and use to help capture a story.

First, create a button on your home page or a menu in your website's navigation specifically for the media. Make it easy for a first-time visitor to your site to find.

### Your press kit should include the following downloadable files:

**Bios and headshots from your executive team and key board members.**

**Brief history of your organization.**

**Calls to action as it relates to the greatest need/s of each program**

**Canned PR responses**

What are the questions most people ask you about your organization? Are there non-negotiables in the way your board members, volunteers or staff communicate to the masses? If they needed to give a quote to a reporter would they have it readily available? If you were to create an FAQ what would that look like? Thinking through these questions, writing answers and having them available in a shared folder will streamline and unify your message to the media and/or community.

**Contact information**

Include contact information for the organization's first spokesperson, including an email link, and office and cell numbers.

**Current press releases**

Sending out press releases without a purpose doesn't help you increase awareness or secure funding. There are opportunities you can identify or may naturally occur where you want to have a well-written press release to help convince your community, a corporate sponsor or a local business to support your cause. Having a great press release template is necessary. You can adapt the quotes, stats and figures based on who and what you are announcing. But, once you have the template and organization information in place it is minutes' worth of time versus hours. Download our [Elevator Pitch & Press Release Worksheet](#) to get a jumpstart on your press release, and see [5 Steps to Creating the Perfect Pitch to Media](#).

## **Event information**

If applicable, a press release outlining the event/celebration/program/award for which you're hoping to receive news coverage.

## **Graphics**

Visually stunning organization's gain exponentially more traction than organization's without any graphics or photos. Work to make sure you have videos, pictures, and appropriate graphics for each program, staff member, and "in-action" moment. Organize all your graphics in one central location for your team. Whether that is in base camp, a shared Dropbox account or a secure login graphic account – make it easy to access and download for your entire team.

## **Logo**

## **Marketing One-Sheet**

Having a one-sheet is imperative for any organization. A one-sheeter with introductory material about your organization. On it, include your mission statement, program descriptions and compelling statistics that show your success (another good place for those measurable outcomes you've put together from all your program data). Pull information from your organization's need statement that answers why the need for your organization exists, and how your nonprofit meets that need.

As best you can, fit all the information to a one-page document. You can attach it to any email, print it off for any event, or put it in your press kit for sponsorship opportunities. It's also a good idea to have a one-sheeter for each of your organization's programs. Things to include:

**Testimonials or quick case study by program participants of beneficiaries (can be anonymous).**

**Pertinent contact information for your first media spokesperson and social media links**

## **Photos**

Several downloadable photos (make sure you have permission from the people in the photos) that illustrate the need addressed or cause being celebrated. Include information about each photo, including a photo credit (the photographer's name). Make sure photos are in high resolution so they are usable online or in print.