



# PR for Penny-Pinchers

Cost-Effective Ways  
to Promote Your Organization

**MOORE** *ink.*  
PR & FUNDRAISING COMMUNICATIONS



# Establish Your Credibility



1. Position your organization as the expert.
2. Associate with opinion leaders.
3. Establish a “kitchen Cabinet”.

# Establish Your Credibility

- 4. Develop an issue-oriented presentation.



*Tough Conversations:  
When 'Kids' Talk to  
Aging Parents*

*Understanding Medicare*

*Housing Options as We Age*

# Raise Your Public Profile



- 5. Conduct an image audit of your communications vehicles.
- 6. Expand your image audit to the outside.
- 7. Speak so others will listen.



# A message is not a fact

<b>Fact</b>	<b>Message</b>
The stove is hot.	You'll burn your fingers if you touch the stove.
Washington state spends \$10 less per student than the national average on textbooks.	Textbooks in many of our public schools are so old they say Richard Nixon is president.
The Red Cross provides for the immediate needs of individuals and families temporarily displaced by disaster.	We feed, clothe and shelter people during the most difficult crises of their lives, while also assuring them that someone cares.

# Raise Your Public Profile

- 8. Encourage and facilitate your staff to be PR ambassadors.
- 9. Organize opportunities to involve your staff and board members in community events.



# Raise Your Public Profile

- ☛ 10. Make your facilities available to smaller organizations and civic groups.



- ☛ 11. Step out of the box (or coffee mug) for logo items.

# Harness the Power of Technology

- 12. Yes, you do need to be on Facebook and LinkedIn.
- 13. To tweet or not to tweet?





# Harness the Power of Technology



- 14. Overhaul your website.
- 15. Send out e- and print newsletters.
- 16. Jump out of the box on advertising vehicles.

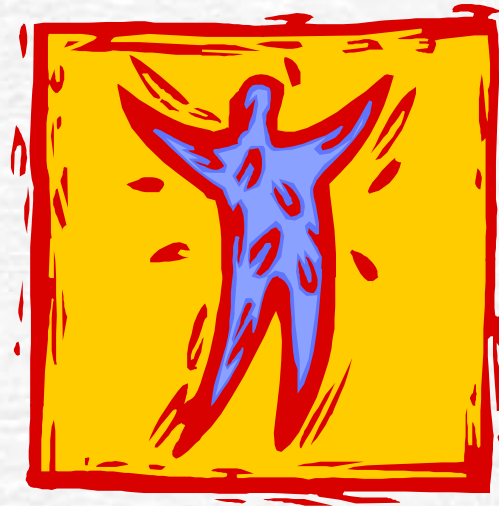
# Make New Friends

- 17. Get personal with people you meet.
- 18. Volunteer for boards of other organizations.
- 19. Join an athletic/social club.



# At All Times...

- 20. Be passionate about your work!



# Moore Ink. PR & Fundraising Communications...



... helps clients with a cause build awareness, understanding and support for the vital work they do to improve people's lives – a homeless mom, a man with multiple sclerosis, an immigrant family, a teen in crisis, a forgotten senior. We work with organizations to help them identify and herald their unique strengths and inspiring successes. We take your cause to **heart**, adopt your mission as our own, and through strong relationship building and strategic marketing communications, help you tell your story and achieve your goals.