



If only I could get a story on the front page of my newspaper

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Marketing v. PR What's the Difference?

- Marketing for nonprofits
- Public Relations for nonprofits
- Why do you want or need to do marketing or secure Public Relations?

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Public Relations (PR)

What it will and won't do

- Don't expect publicity to raise money (it usually doesn't) [but it can raise your image]
- Why?
 - To raise large amounts of money, you MUST ask in person whether there are good stories in the news about the nonprofit
- Do expect publicity to raise awareness for your nonprofit

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Marketing

What it will and won't do

- Don't expect marketing pieces to raise money
 - Glossy (and sometimes fancy) brochures
- Do expect marketing pieces to validate your cause/mission
 - Best example are special events and marketing

What are the basics?

- Letterhead/Envelopes
- Newsletter
- Website
- Special Event

Special Events

- How to use PR and Marketing for your special events....
- By the way, special events can be like a double-edged sword....



What if....

- Your nonprofit/cause is unknown?
- Your mission is unknown?
- You are in a small town?
- You have major gift donors who want attention?
- You are in a campaign?
- Other questions....

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Things you can do... PR

- PR
 - Letters to the editor
 - Submit op-ed pieces
 - Press Releases

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Things you can do.... marketing

- Marketing
 - Letterhead/logo
 - Email tagline
 - Website
 - Newsletter (hard copy and electronic)
 - Email blasts
 - Brochures
 - Business Cards
 - 4x6 card
 - Talking points for board members and volunteers
 - PSAs
 - Ads (i.e., on buses, billboards, etc.)
 - Social Media (i.e., Facebook, Twitter, etc.)

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How do you know.....

- If your PR efforts have been successful.....
 - If a donor tells you
 - If you get calls from the media
 - Other

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Other ways to get your message out....

- Communication is Key!
 - 1:1 conversations
 - Emails
 - Phone
 - Fax
 - "Snail" Mail

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Questions

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