

BETTER TOGETHER - NONPROFIT DAY 2019

TELLING YOUR STORY: HOW TO BUILD AN EFFECTIVE MEDIA OUTREACH STRATEGY

Presented by Erin D. Fessler and Kim Thomas

Meet the Presenters



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PRESENTATION OUTLINE

TODAY'S TOPICS

- Better Together - Combine Traditional and Social Media
- Tell Your Story – Be Proactive
- Plan and Schedule – Best Practices
- Outreach – How to Do
- Measuring Success - Why Important
- Internal Communication - Why Important
- Relationship Building – Credibility and Trust Factor

BETTER TOGETHER

TRADITIONAL MEDIA

Television advertisements

Radio advertising

Print/Newspaper advertising

Direct mail advertisements

Billboards and off-site signs

Banner ads

NEW MEDIA

Twitter, Facebook, LinkedIn

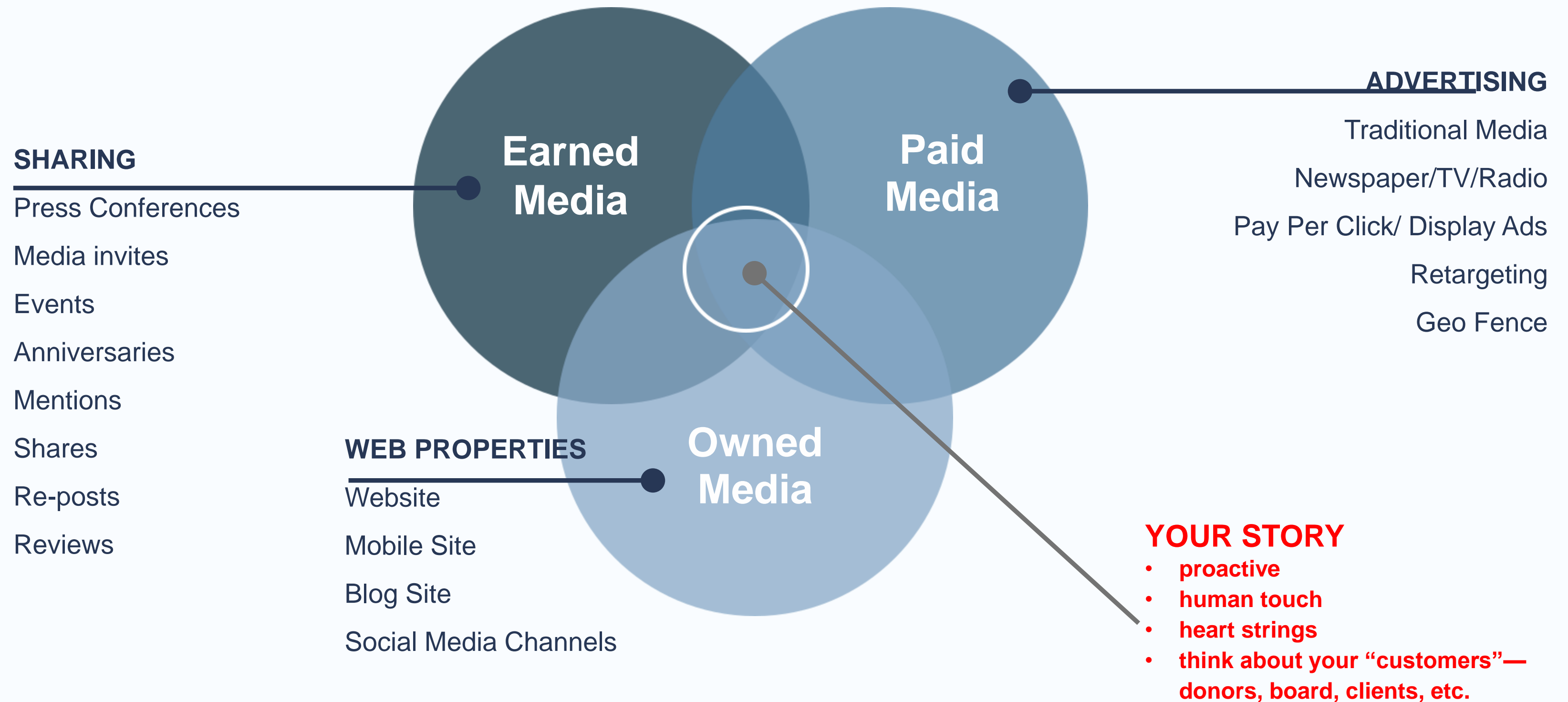
Reviews and articles about your nonprofit

Email marketing

Geo Fence marketing



PAID, OWNED AND EARNED MEDIA



DISPLAY ADVERTISING

Display advertising is a type of online paid advertising, typically using images and text. The most popular forms of display ads are: banners, landing pages and pop-ups.



PAY-PER-CLICK ADVERTISING

Pay-per-click ads explain their concept right in the name. These are ads that advertisers only pay for when a user clicks on them. If the ad was seen by 100 people and only one person clicked the ad, the cost of the ad revolves solely around the one who clicked.



RETARGETING ADVERTISING

This cookie-based technology literally follows the user around the internet in order to remarket him/her again. These users are targeted once they leave the website by then seeing subtle hints (ads), reminding them about their previous interest.

They leave your website and are surfing the web



KEYWORD ADVERTISING

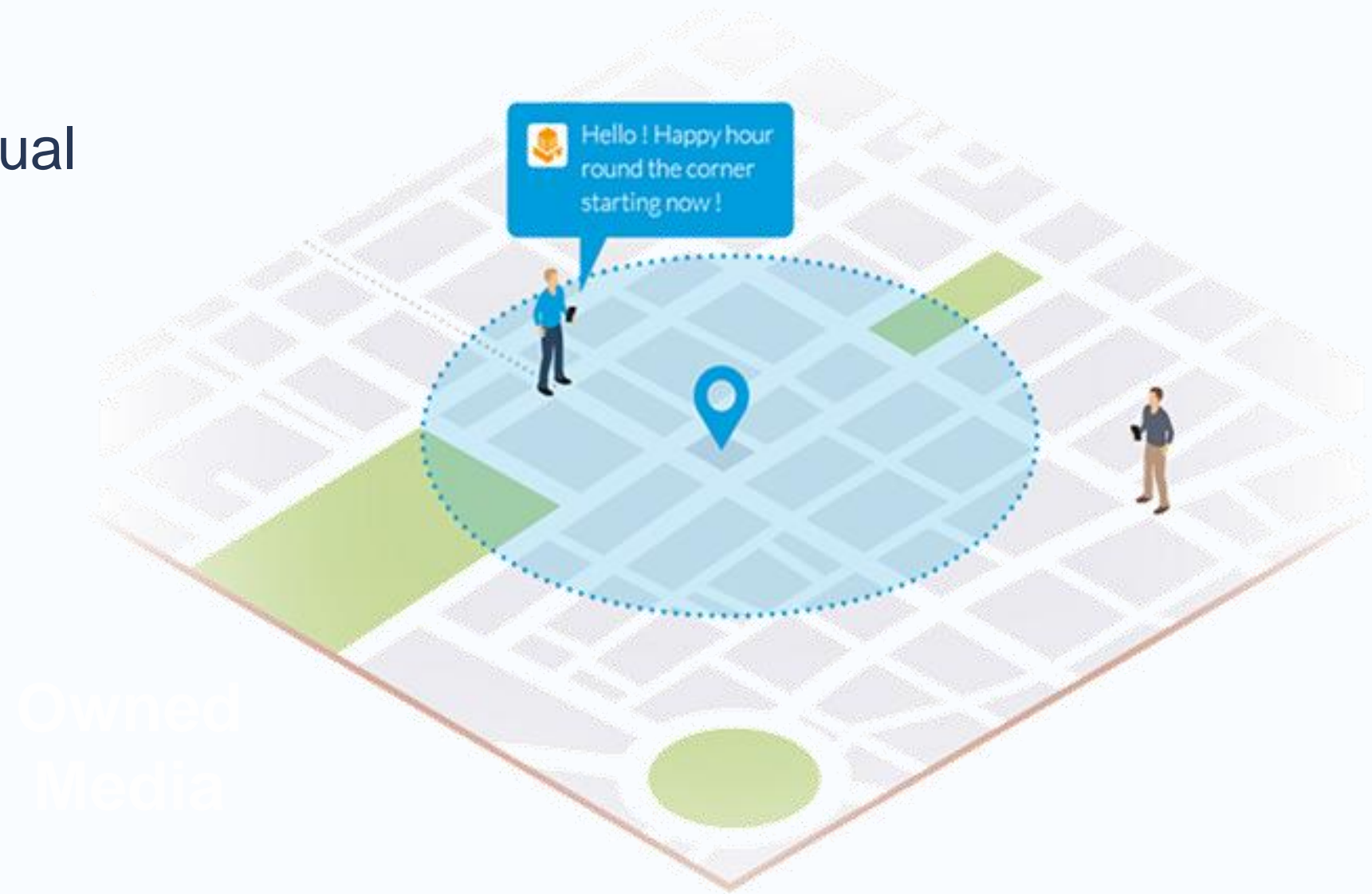
Targets users viewing content with keywords that have been designed by the advertiser.



GEOFENCE

The use of GPS technology to create a virtual geographic boundary, enabling software to trigger a response when a mobile device enters or leaves a particular area.

What does THAT mean?

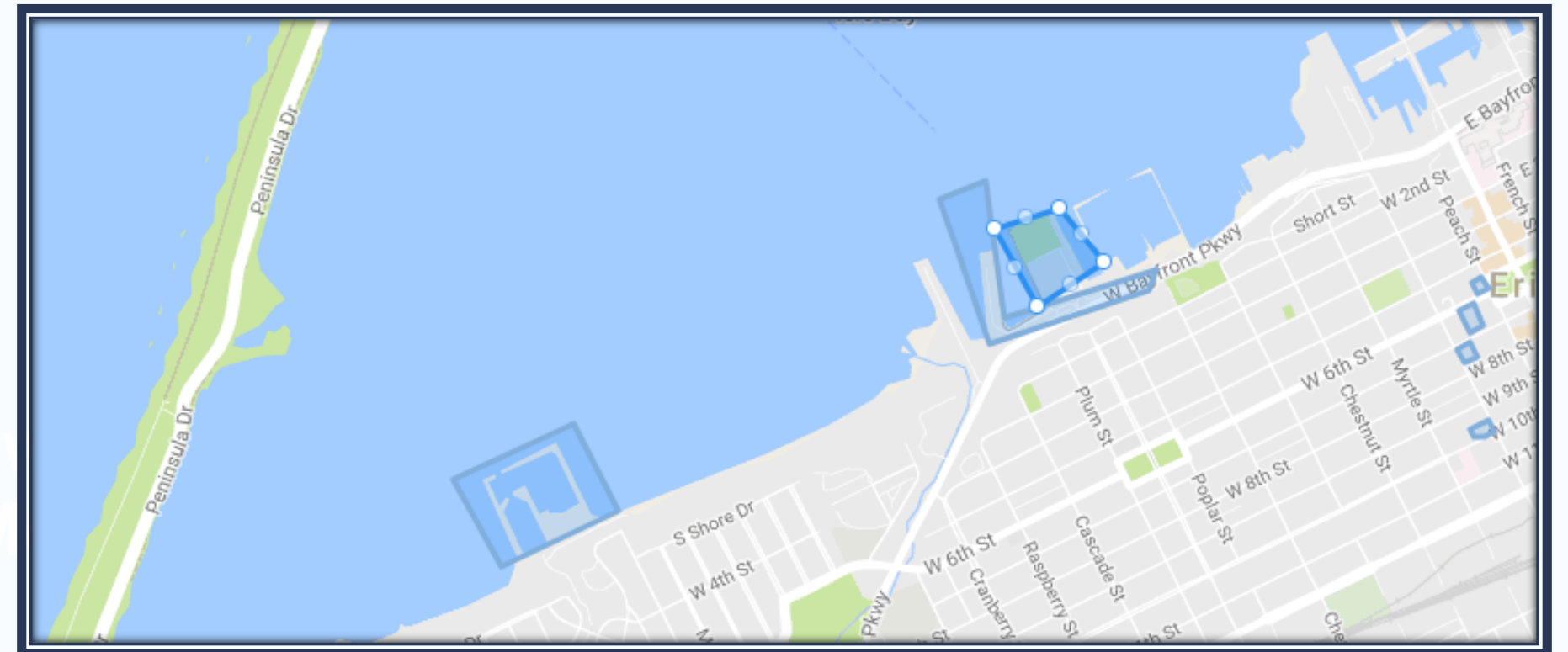
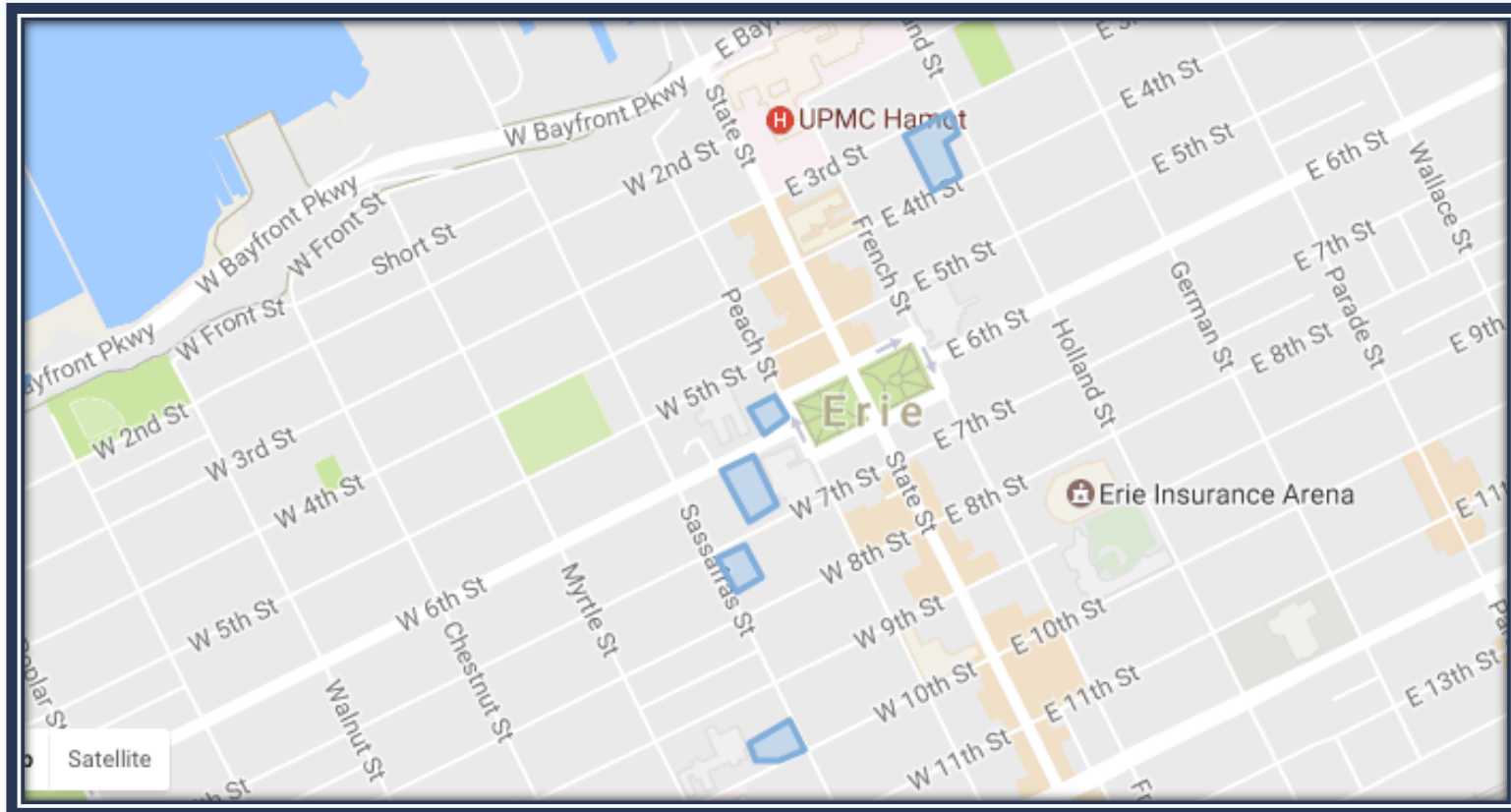


GEOFENCE

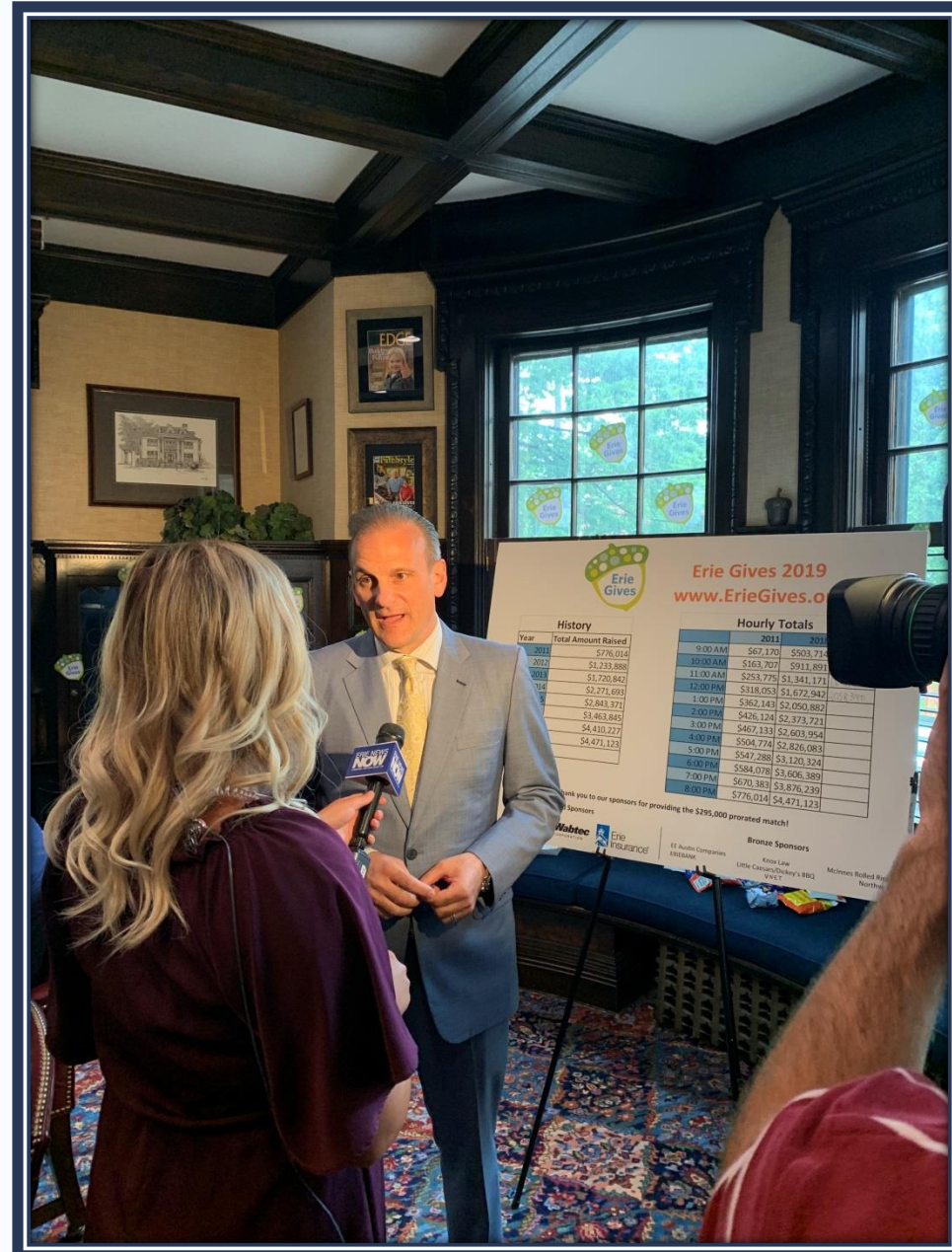
- Created Geo Fences around our target audiences:
 - Country Clubs
 - Boating Marinas
 - Various Churches
 - Various Zip Codes where most of our donors reside
- As a prospect enters our geo fence with his or her cell phone on, the GPS captures the information. The next time a person uses a popular app like Facebook, the Weather Channel, etc., an ECF ad would be served to that person.
- Trackable; report provided with number of impressions and clicks to our website.



GEOFENCE



TELL YOUR STORY!



PLAN AND SCHEDULE

Best times for press conferences

- 10 a.m.
- 1 p.m.
- 2 p.m.

Noon Newscast

5 p.m. Newscast

6 p.m. Newscast

7 p.m. Newscast

10 p.m. Newscast

11 p.m. Newscast

Breaking News



OUTREACH BEST PRACTICES

- Alerts
- Releases
- Press Conferences
- Community Calendars
- Constant Contact or Mail Chimp



Media Contacts:

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VP of Marketing, Community & Government Relations
814-454-0843 / 814-873-2630

Karen Beardsley, UPMC
Manager, Public Relations
814-392-3362

Robb Frederick, Penn State Behrend
Assistant Director, News & Information
814-898-6063

Please join us for a major announcement!

*The Erie Community Foundation, Hamot Health Foundation,
Magee-Womens Research Institute, UPMC and Penn State Behrend
will reveal extensive investments vital to Erie's positive transformation.*

WHAT: Learn how a \$6 million grant from The Erie Community Foundation will impact Erie's healthcare, economy, workforce, education and research, while also attracting new federal and local dollars to Erie.

WHEN: Tuesday, September 3, 2019
3:00 p.m.

WHERE: The Erie Community Foundation – Front Steps
459 West 6th Street, Erie, PA 16507

EMAIL MARKETING



- Highest deliverability rates and features include unlimited number of emails per month, customizable templates, mobile app and tracking/reporting. Plans are dependent on number of email contacts. Pricing ranges from \$45/month (500 - 2,500 contacts) to \$295/month (25,001 - 30,000 contacts).



- MailChimp offers more advanced features, including better automations, reporting, email templates, and a FREE plan for sending 10,000 emails to up to 2,000 contacts per month. Paid plans range from \$9.99/month to \$299/month.

EMAIL MARKETING



[Preview](#) | [Print](#)

Erie Gives Check Presentation
SENT on Fri, Aug 16, 2019 at 11:17 am EDT

Lists 2019 Erie Gives Nonprofits

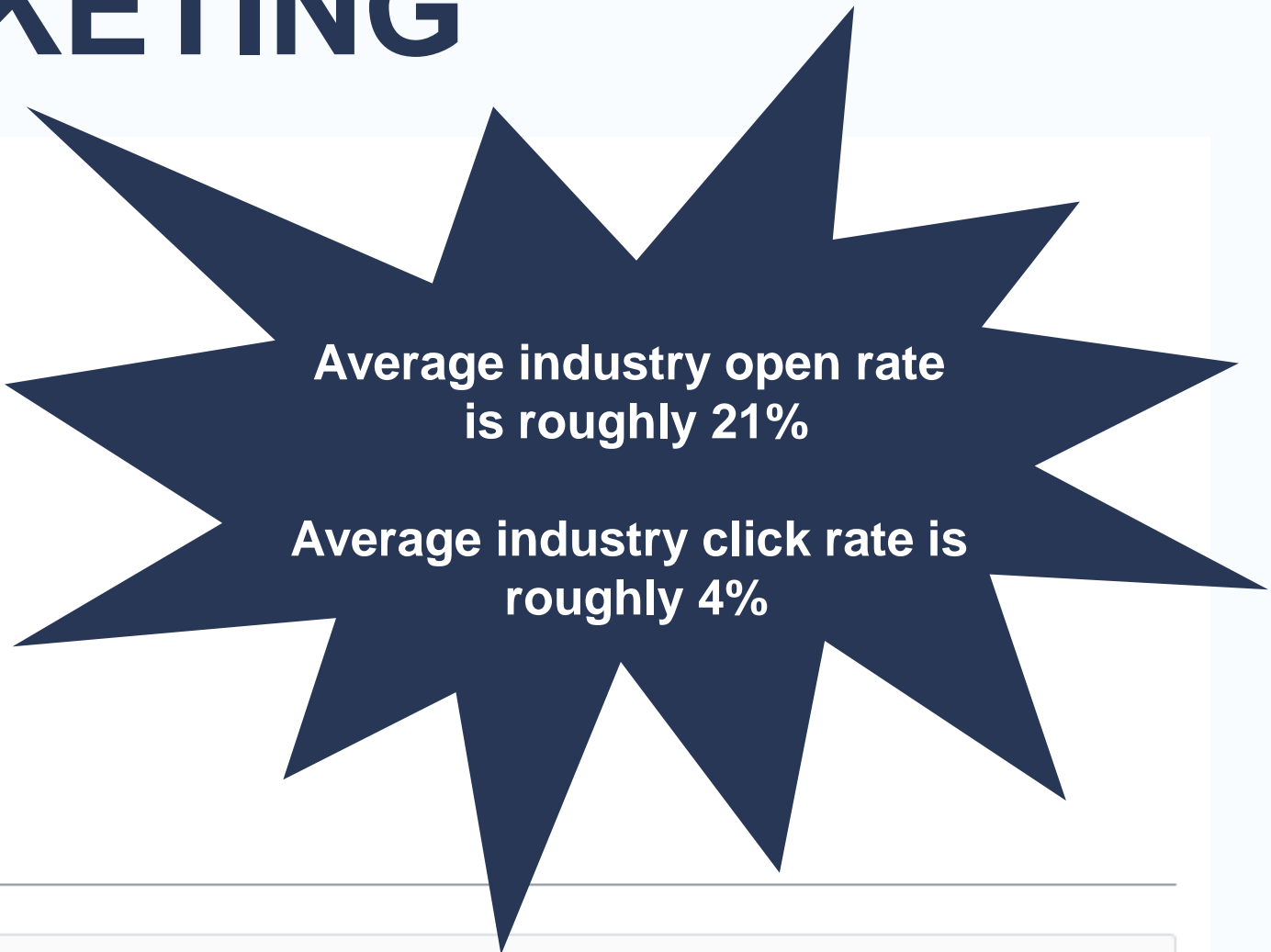
From Name The Erie Community Foundation

From Address efessler@eriecommunityfoundation.org

Reply-to Address efessler@eriecommunityfoundation.org

Email Link <https://conta.cc/2z3AoKx>

Resend to Non-Openers Sent Mon, Aug 19, 2019 at 11:17 am EDT



EMAIL STATS

Open Rate



Click Rate



| Activity | Original | Resend | Total |
|----------|----------|--------|-------|
| Opens | 258 | 60 | 295 |
| Sent | 372 | 129 | 372 |
| Bounces | 14 | 1 | 14 |

| Activity | Original | Resend | Total |
|--------------|----------|--------|-------|
| Clicks | 12 | 4 | 15 |
| Did Not Open | 100 | 68 | 63 |
| Unsubscribed | 0 | 0 | 0 |

MEASURING SUCCESS – TVEYES REPORT

| Date | Outlet | Title | Local Ad Value | Local Viewership |
|----------------|------------|-------------------------------|----------------|------------------|
| 1/4/2019 5:08 | WJET (ABC) | Jet 24 Good Morning Erie at 5 | \$693.47 | 5,775 |
| 1/4/2019 6:08 | WJET (ABC) | Jet 24 Good Morning Erie at 6 | \$1,166.38 | 10,740 |
| 1/4/2019 8:40 | WFXP (FOX) | Fox 66 News Good Day Erie! | \$228.63 | 2,846 |
| 1/4/2019 12:09 | WJET (ABC) | Jet 24 Action News at Noon | \$1,263.31 | 8,744 |
| 1/4/2019 17:19 | WICU (NBC) | Erie News Now @ 5PM | \$954.18 | 8,463 |
| 1/4/2019 17:35 | WJET (ABC) | Jet 24 Action News at 5:30 | \$1,583.46 | 13,935 |
| 1/4/2019 17:57 | WICU (NBC) | Erie News Now @ 5:30PM | \$1,092.60 | 11,382 |
| 1/4/2019 18:14 | WICU (NBC) | Twelve News at Six | \$1,869.84 | 13,499 |
| 1/4/2019 18:14 | WSEE (CBS) | Erie News Now @ 6 | \$599.17 | 5,224 |
| 1/4/2019 22:39 | WFXP (FOX) | Fox 66 News First at 10 | \$1,840.86 | 5,824 |
| 1/4/2019 23:02 | WICU (NBC) | Erie News Now @ 11 | \$1,588.21 | 5,642 |
| 1/4/2019 23:03 | WSEE (CBS) | Erie News Now @ 11 | \$1,272.70 | 4,516 |
| 1/5/2019 8:03 | WICU (NBC) | To Be Announced | \$802.59 | 6,877 |
| 1/5/2019 8:34 | WICU (NBC) | To Be Announced | \$802.59 | 6,877 |
| 1/5/2019 8:51 | WICU (NBC) | To Be Announced | \$802.59 | 6,877 |
| 1/6/2019 8:05 | WICU (NBC) | To Be Announced | \$488.72 | 5,033 |
| 1/6/2019 8:36 | WICU (NBC) | To Be Announced | \$488.72 | 5,033 |
| 1/7/2019 17:51 | WJET (ABC) | Jet 24 Action News at 5:30 | \$1,823.58 | 18,284 |
| 1/7/2019 17:56 | WJET (ABC) | Jet 24 Action News at 5:30 | \$1,823.58 | 18,284 |
| 1/8/2019 17:53 | WICU (NBC) | Erie News Now @ 5:30PM | \$1,010.88 | |
| 1/8/2019 | | | | |
| 1/8/ | | | | |
| 1/8/ | | | | |
| 1/9/ | | | | 7,497 |

\$72,807

536,498 views

MEASURING SUCCESS – NEWSPAPER

| | | |
|---|----------------------------|------------|
| Quarterly Report: Moving Erie forward | Editorial Board | 12/30/2018 |
| Meg Loncharic: Word masters compete at Scrabble for SafeNet | Meg Loncharic | 1/6/2019 |
| Erie Philharmonic unveils Virtual Reality Orchestra project | Times-News staff | 1/8/2019 |
| Erie Community Foundation awards grants | Times-News staff | 1/14/2019 |
| PACA expanding, thanks to all who helped: Letters to the editor | | 1/15/2019 |
| Director hired for new Erie arts, career nonprofit | Ed Palattella | 1/17/2019 |
| Art as change agent | Lisa Thompson | 1/20/2019 |
| Our view: Arts can shape brighter future for Erie | Editorial Board | 1/29/2019 |
| Report suggests Erie be bold, urgent to ‘reimagine’ downtown | Jim Martin & Kevin Flowers | 1/30/2019 |
| Erie’s Savocchio Business Park gets new owner | Ed Palattella | 2/2/2019 |
| Report: Inclusion necessary in downtown Erie improvement plan | Kevin Flowers | 2/4/2019 |
| Erie nonprofit H.A.N.D.S. will pay taxes on Boston Store | Matthew Rink | 2/7/2019 |
| Nonprofit H.A.N.D.S. buying Boston Store | Matthew Rink | 2/7/2019 |
| Erie’s Blasco Library opens Teen Space | Valerie Myers | 2/9/2019 |
| EDDC creating ‘diverse’ group for input on downtown Erie improvements | Kevin Flowers | 2/12/2019 |
| Erie’s Oasis Market to open Feb. 28 | Kevin Flowers | 2/14/2019 |
| UPMC Highmark are not putting patients first: Letters to the editor | | 2/14/2019 |
| Gaming funds critical to Erie County’s anchor organizations | Matthew Rink | 2/15/2019 |

IMPORTANT TO COMMUNICATE INTERNALLY

- Keeping staff and board up to date
- MWRI example
- Erie Gives example



Q & A – WANT TO CHAT MORE? CONTACT US!



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