

Communications and Marketing for Nonprofit Fundraising Dec. 2, 2010

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**American
RedCross**

Virginia Capital Region

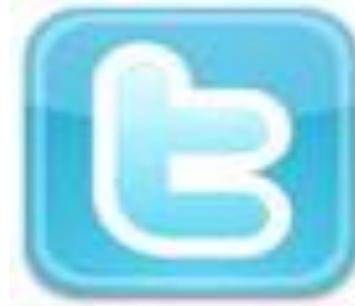
It's all about RELATIONSHIPS



- Developing Relationships
- Strengthening Relationships
- Sustaining Relationships

Developing Relationships:

KNOW THE MEDIA



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KNOW THE MEDIA

- Know media who will cover you
- Learn names
- Develop a personal relationship

Strengthening Relationships:



**BUILD A STRONG
RELATIONSHIP
BETWEEN
YOU AND
THE MEDIA**



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STRENGTHEN TIES

- Send complimentary copies of your publications
- Always give newsworthy information
- Develop a “social media” presence
- Take advantage of breaking news

Sustaining Relationships:

**KEEP
THE RELATIONSHIP
GOING**



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SUSTAINING THE BOND

- Keep up with changes
- Make yourself available at all times
- Always say “Thank you!”



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Thank you!

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