

Nonprofit Press Room

Set Up Checklist

- ☐ **PLACEMENT** - Easy to find. Either on the top navigation bar of your websites home page OR under the 'About Us' tab of your main menu.
- ☐ **CONTACT INFO** - Identify both a main media contact and a backup with cell phones and direct email addresses for each.
- ☐ **LATEST NEWS** - Don't clutter up your page with media releases that are a couple of years old. List the latest news first.
- ☐ **GENERAL BACKGROUND INFORMATION** - Your press release boilerplate information. Make it stand out so that reporters can quickly and accurately find a concise way to describe your organization.
- ☐ **MISSION AND VISION STATEMENTS**
- ☐ **MOST RECENT DATA** - Infographic, a fact sheet or a link to your most recent annual report.
- ☐ **YOUR PEOPLE** - Link to your staff page, board members and any partners you want to feature.
- ☐ **YOUR EXPERTS** - Experts and advocates that can speak to the importance of your nonprofit's work.
- ☐ **BRANDING FILES** - Logo files in multiple formats (jpg, png, vector..)
- ☐ **MULTIMEDIA FILES** - Images and/or videos of your nonprofit in action.
- ☐ **MEDIA KITS** - With detailed information about specific initiatives
- ☐ **PREVIOUS PRESS MENTIONS** - Links to news articles, radio mentions, TV interviews, podcasts or blogs where your nonprofit was 'in the news'
- ☐ **E-NEWSLETTER SIGN UP FORM** - Providing reporters the opportunity to get on your email list to stay up to date, and keep your nonprofit top of mind.



Including these items as part of your nonprofits online press room will help to position your organization well for publicity pick-ups.

Listen to episode #42 of the Smart Marketing for Small Nonprofits Podcast for examples and more details.

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