WEBINAR: Marketing and Media Relations
Tips and Techniques to Grow FFI Membership
7-8 p.m. EDT U.S. Oct. 24, 2018
10th in a series of 12 this year

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The case for marketing FFI: Reality check

We’re in this together

- Research shows all non-profits worldwide experience membership stabilization challenges, i.e., membership erosion

- You name it:
  - Rotary International; Civitan; Lions; Kiwanis; Sertoma; Moose; Elks; Shriners; Jaycees; Masons; Optimists; Altrusa; labor unions, churches, synagogues

Consider U.S. churches

Graph by Corner of Church & State, an RNS blog
Source: Gallup
Baby boomers are still the largest cruise demographic, and the nice thing is, with 10,000 boomers retiring every day, they have the time as well as the money to take cruises. Aging boomers seem to be good for cruise demand. And they control half of household income in the world.”

- Robin Farley, managing director and research analyst at UBS Investment Bank who specializes in travel and leisure.
“Baby boomers are still the largest potential FFI demographic, and the nice thing is, with 10,000 boomers retiring every day, they have the time as well as the money to join FFI. Aging boomers seem to be good for FFI demand. And they control half of household income in the world.”
Royal Caribbean just spent $120 million transforming the Mariner of the Seas cruise ship as part of the $900 million “Royal Amplified” program to renovate and upgrade 10 ships in four years...to make their ships more “adventurous” and “fun.”

“From an investor perspective, this is about growing a market and attracting the next generation.”

- Michael Bayley, CEO of Royal Caribbean
The moral to the story?

- Maintain traditional membership growth initiatives!
- Attract the next generation!
Why have good media relations?

- Use media to tell the FFI story to potential members
- Public relations is VITAL:
  - Visibility
  - Interest
  - Trial
  - Acceptance
  - Loyalty
Why have good media relations?

- Media relations are community relations
- Generate positive visibility
- Generate support for FFI’s mission
- Possibly generate financial support
- Attract eyeballs and hearts
- Grow membership
Getting to know the news media

- Newsrooms are bureaucracies!
- Many do many jobs
- Research editors, reporters, photographers, bloggers
  - Good example
  - Another good example
  - One more
- Call to get accurate contact info; be persistent, cordial
- News by e-mail, Tweet, other?
- Well in advance, please
- Know their deadlines
  - Print, radio, TV, blog
  - Today, 24-hour news cycle
Kudos to Cairns!

HIGH FASHION AT ROYAL HIGH TEA

FASCINATORS, tiaras and broad-rimmed hats were out in force for a high tea in Manoora yesterday to celebrate the royal wedding of Prince Harry and new Duchess of Sussex Meghan Markle. Organised by the Cains branch of the Inter-cultural not-for-profit Friendship Force International. Guests were asked to "dress to impress" and they did not disappoint. The cost of admission was donated to Cancer Council Queensland as a contribution to the Biggest Morning Tea this Thursday.

Val Davies and Aileen Park.

Claire Manning and Robyn George.

Ken and Shirley Brown.

Mary Behnke, Robyn Anning, Jaqueline Rich and Margaret Murphy.

Denny Mackay, Shirley Arrowsmith, Val Hudson and Tilly Hovenden.
Other successes!

- Honors for Medicine Hat
- Kalispell, Montana, USA
- Vietnam promotes friendship
- Western Colorado reaching out
- Lincoln leadership training
- Friendship Force stories!
What makes a news story?

- Local – People, events, milestones, change, achievements, plans, kids, animals, money, celebrities
- Unusual, unique, rare
- Interesting
- Important
- Educational
- Exclusive, the scoop
- Good photos
- Be creative
- Sell the story!
The media pitch

- Brainstorm and decide what’s the news?
- Why should they care?
- Why should they cover it?
  - Your readers/viewers/audience will benefit from it
  - Learn from it
  - Be interested in it
  - Need to know
  - It’s local news
  - It’s visual
  - It’s exciting
  - Build your audience
News release/media advisory template

LET’S REVIEW TOGETHER
Foods from all six continents are on the menu Nov. 17; Friendship Force of (Your City) offers public “Gastro-Journey”

(YOUR CITY) – Friendship Force of (Your City) invites area residents to attend a special Global Gastro-Journey dinner party featuring foods from all six continents on Saturday, Nov. 17, 2018 to celebrate international cultural diversity. (The who, what, when, where and why)

News media are invited to attend and cover this very visual, fun event.

Since 1977, Friendship Force International has been building bridges across the barriers that separate people with home-hosting journeys and other events that have involved more than 1 million people around the world in the past 41 years. (More of the who what and why)

The gala Six Continents Global Gastro-Journey will be held Saturday, Nov. 17, 2018, from 5-8 p.m. (your time zone) in the place/venue with address and Zip or Postal Code. (Repeating the what, when and where)

The event, which is open to the public for a donation of only $5 (£€¥) for each diner, is sponsored by the Friendship Force of (Your City) as a way of building bridges of understanding among diverse cultures. (Why)

Reservations are required. Please call or e-mail Fred Friendly at 0161 236 2345, or e-mail him at ffriendly@aol.uk. For more information on Friendship Force International, please visit www.friendshipforce.org.
Media pitching guidelines

- Send release/advisory to proper person, at proper time, in method preferred
- Follow up with phone call (off deadline)
- Invite with enthusiasm ...
  - Explain why they should care
  - Local angle
  - Value to audiences
  - Offer spokespersons (who?)
  - Offer visuals (what?)
  - Practice/rehearse your pitch!
Using social media in media relations

- If sending by e-mail
  - Do not attach the release
  - Paste it in the body of the e-mail
  - Have newsworthy subject line
    - LOCAL NEWS: Guests invited to Six Continents Dinner Nov. 17, as Friendship Force celebrates diversity and understanding.

- If sending by Twitter
  - Limited to 280 characters

- Facebook
Can’t get the media or bloggers to cover your news?

DO IT YOURSELF!

Post your news pictures and video on

- Facebook
- YouTube
- Twitter
- Instagram
- Your website
"Sorry, we can’t cover that."

OK, may we cover it ourselves and send you pictures and a short summary of the 5Ws and H?

RULES FOR PHOTOS:

- 300 dpi or greater
- Sharp, clear, in focus; tightly cropped
- Identify everyone in the photo, left to right, with short explanation in present tense
- ACTION! Avoid fig leaves and handcuffs
- Contact information for you in case editors have questions
- Paste into e-mail; do not attach

Dave Hargreave, President of the Friendship Force of Western Michigan, wows pupils at Mtitu Primary School in Tanzania as he shows them their images on his digital camera. For more information, please visit http://www.friendshipforcewmich.org/
Recruit, Recognize, Retain

Recruit: Challenge your members to bring people they know to the meetings. Lead by Example—Sponsor a new member(s)!

Recognize: Proper/timely initiation of new members. Thank/recognize sponsors!

Retain: Teach new members how and why FFI membership is worthy of their time.

By the end of October!

- Place at least one news story about your club
- TALK to three people you know about your club this next week
- Second: Invite them to your club’s next event! (Meeting-Social-Dinner-Breakfast)
- Close the deal: Ask them to join your club!
Action steps we all can take

Priority One: Membership!
1. Make membership growth your top priority.
2. Embrace news media to tell your story!
3. Create a list of all the great things about your club.
4. Know your club’s strengths.
5. Look to young people for fresh perspectives.
6. Talk about Friendship Force wherever you go.

There is no finish line!
1. Realize there is no finish line.
2. Emphasize service.
3. Embrace diversity.
4. Be persistent; be vibrant!
5. Get them in the door.
6. Celebrate when you get a new member.
Marketing and Media Relations
Procedures, Tips and Techniques

GROWING MEMBERSHIP THROUGH
POSITIVE VISIBILITY IN YOUR COMMUNITY

Q&A SESSION