Publicity and Marketing Guide
# Publicity and Marketing Guide

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Congratulations

Congratulations on your grant award. National Endowment for the Humanities chairman Jim Leach has written, “Just as we need an infrastructure of roads and bridges, we need an infrastructure of ideas.” Thank you for doing your part to build that infrastructure.

As a condition of your grant, you have agreed to

- promote your project in your community
- acknowledge in print and otherwise the North Carolina Humanities Council as a funder
- provide evidence of all promotional efforts in your final report

The North Carolina Humanities Council has a responsibility as a good steward of taxpayer dollars to ask that you follow these acknowledgement requirements. Please honor these requests. View them as an opportunity to promote your organization, your project, and the Humanities Council’s support of essential cultural work in North Carolina.

Failure to comply with the North Carolina Humanities Council’s publicity requirements may result in forfeiture of grant payments.

Acknowledgment Requirements

As a condition of your grant, you have agreed to include mention of the North Carolina Humanities Council and the National Endowment for the Humanities in all of your project-related press releases, publicity materials, and promotional activities. The North Carolina Humanities Council should be acknowledged as a “funder” or “supporter.” On your website, a hyperlink from the Humanities Council name and logo should be provided. The Council will reciprocate, and staff will help publicize your project events as much as possible.

Acknowledgement: How to Say It

In every promotional piece, whether printed, online, or broadcast, clearly state that your program is funded by the North Carolina Humanities Council, a statewide affiliate of the National Endowment for the Humanities. Even if you have multiple sponsors, use this credit line verbatim.*

*Exception to verbatim: “made possible in part by funding”

In spoken remarks at project events, make mention of the Humanities Council’s role as funder. In interviews, request that the reporter make mention of that role. Sometimes they will; sometimes they won’t, but try.

In all project-related promotions, use the North Carolina Humanities Council’s full name: the North Carolina Humanities Council. Do not abbreviate: NCHC or NC Humanities Council. Exception: In running text it is acceptable to use the shorter Humanities Council after first usage of the full name.
Acknowledgement: How to Show It

Whenever possible, in all project-related promotional pieces, whether printed or online, prominently display the North Carolina Humanities Council’s official logo with tagline (“Many Stories, One People”).

The North Carolina Humanities Council logo and tagline should be used in addition to, not instead of, the above credit line.

Example:

This project is made possible by funding from the North Carolina Humanities Council, a statewide nonprofit and affiliate of the National Endowment for the Humanities.
Logo Usage Requirements

The North Carolina Humanities Council official logo with tagline is available in multiple configurations at [www.nchumanities.org/content/pr-requirements-and-council-logos](http://www.nchumanities.org/content/pr-requirements-and-council-logos). The blue/white logo is preferred in most circumstances.

Do not reproduce the logo from photocopies or faxed images and do not change the dimensions of the logo in any way. If you have problems downloading logos, contact nchc@nchumanities.org

**Horizontal Format with Tagline**
Minimum print size: 2.5” W  
Minimum web size: 180 pixels W

**Vertical Format with Tagline**
Minimum print size: 1.5” W  
Minimum web size: 150 pixels W
Use the logo in the shape and formats provided. Do not make the logo longer or wider. Do not combine it with any other graphic elements. **Always use the logo with tagline.**
Submit Event Calendar Info

Submit grant events calendar information to bvalladares@nchumanities.org.

Contacting Elected Officials

The North Carolina Humanities Council strongly encourages you to contact your elected officials – local, state, and federal – about Council-supported events. Invite them to attend and/or thank them for their funding. If you need assistance with legislative addresses or contact information, contact the Council’s public affairs officer.

The Humanities Council receives some funding from the General Assembly of North Carolina and the National Endowment for the Humanities. Without these crucial dollars, the Council would not be able to offer much of its programming in the public humanities – programming that both preserves the past and enriches our lives now.

Project directors are welcome to use or adapt the letter template “Thanking Your Elected Officials – Letter Template for Project Directors” provided in this guide and on the Council’s website.

Project participants may use or adapt the letter template “Thanking Your Elected Officials – Letter Template for Project Participants” provided in this guide.

Letters to elected officials should describe the impact of your project on your community, thank elected officials for making funding possible, and urge them to continue and even increase their support of the public humanities in our state. Letters in your own words describing how a project was beneficial to constituents go a long way toward increasing the Council’s potential for future revenue sources, but with them you are also creating support for your project and relationships for your community.

Advocacy Links

Visit the North Carolina Humanities Council website for help in contacting elected officials. These two links are provided on the website to help you identify and access state and federal level legislators:

- North Carolina General Assembly
- Federation of State Humanities Council’s Advocacy page

Tips for Writing Elected Officials

Reinforce the value of funding for humanities projects by writing your elected officials. Write in your own words and, if you snail-mail your letter, use personal stationery or letterhead and logo. Your letter should be personalized, specific, and concise.

Letter-Writing Tips

- Snail-mailed letters to elected officials should be addressed to “The Honorable [full name here], North Carolina Senate” or “The Honorable [full name here], North Carolina House of Representatives.” The salutations inside the letter differ (Senator Joe White, Congressman Joe White, Congresswoman Jane White – or Representative Joe White and Representative Jane White).
• Your first paragraph – better yet, first sentence – should inform the elected official that your project was made possible by funding from the North Carolina Humanities Council – and by the elected official. Ran Coble, executive director of the NC Center for Public Policy Research, has said, “A thank you is the highest form of advocacy.” Then describe vividly how your community, the legislator’s constituents, benefited from the funding.

• End with a call to action:

  ~ Example 1: “Please join [your organization] for [your event] to see first-hand the North Carolina Humanities Council’s efforts to make the humanities a cornerstone of public life.”

  ~ Example 2: “Please continue to support the North Carolina Humanities Council and its efforts to ensure the vitality of our state’s cultures and communities.”

• Keep your snail-mailed letter brief – one page or fewer. If you must go beyond one page, use enclosures (but no more than one or two). If emailing, do not include attachments. Offer to send them if necessary.

• Use white space or bolding to direct the eye or emphasize points.
Thanking Your Elected Officials

Letter Template for Project Directors

Personalize this basic model with your information.

```
Your Letterhead or Personal Stationery*

Month, Day, Year

The Honorable [Elected Official’s Name]
Address
City, State, Zip

Dear [Elected Official],

I’m writing to let you know about [name of project] held on [date, time] at [location]. This project was made possible by funding from the North Carolina Humanities Council, a statewide nonprofit and affiliate of the National Endowment for the Humanities. The Humanities Council’s public programming brings people together to explore the many cultures and heritage of North Carolina. The project was also supported by the North Carolina General Assembly [or with federal dollars if writing a federal legislator], for which I thank you.

I served as project director for [name of project]. It was important to my community of [county name] because it [describe why you think the project was enlightening, educational, or inspiring to your community as a whole]. Feedback from program attendees included: [here you may supply a couple of direct quotes about the programming from one of your attendees].

Thank you for your continued support of the North Carolina Humanities Council and its efforts to make the humanities a cornerstone of public life.

Sincerely,

[Name of project participant]
```

* A specific subject line (if the letter is emailed) is important. A suggestion: [Name of project – abbreviate the name if need be] in [county] thanks you for your support.
Thanking Your Elected Officials

Letter Template for Project Participants

Personalize this basic model with your information.

Your Letterhead or Personal Stationery*

Month, Day, Year

The Honorable [Elected Official’s Name]
Address
City, State, Zip

Dear [Elected Official],

I’m writing to let you know about [name of project] held on [date, time] at [location]. This project was made possible by funding from the North Carolina Humanities Council, a statewide nonprofit and affiliate of the National Endowment for the Humanities. The Humanities Council’s public programming brings people together to explore the many cultures and heritage of North Carolina. The project was also supported by the North Carolina General Assembly [or with federal dollars if writing a federal legislator], for which I thank you.

The program was important to my community of [county name] because it [describe why you think the project was enlightening, educational, or inspiring to your community as a whole]. I came away from the program enriched. [Describe the programming’s impact on you as an individual.]

Thank you for your continued support of the North Carolina Humanities Council and its efforts to make the humanities a cornerstone of public life.

Sincerely,

[Name of participant]

* A specific subject line (if the letter is emailed) is important. A suggestion: [Name of project – abbreviate the name if need be] in [county] thanks you for your support.
Marketing the Humanities

Marketing is everything your organization does to attract and maintain a relationship with an audience. Marketing involves a set of organized, consistent, and well-timed promotional activities using such tools as

- Posters
- Flyers
- “Save-the-Date” postcards
- Press releases
- Radio and television PSAs
- Letters to elected officials
- Online calendars
- Blogs
- Bookmarks
- Photo- and video-sharing sites
- Podcasts
- Social networking platforms
- Email and listservs
- Word-of-mouth
- Phone calls
- Personal invitations
- Public access channels
- Fact sheets
- Media kits
- Take-aways such as bookmarks, doorhangers
- Out-of-the-box promotions (see last page)

Marketing also includes small tasks like writing thank you notes, having lunch with a patron, returning calls and emails promptly, or meeting potential participants for coffee.

Highly Recommended Resources for Nonprofit Marketers


Heather Mansfield’s blog:


Kivi Leroux Miller’s website and blog:

- www.nonprofitmarketingguide.com/resources/
- www.nonprofitmarketingguide.com/blog/
Communicating the Humanities

Make sure all your promotional efforts conform to the “C5 Communications Criteria” so that your message is immediately clear to the public you wish to engage.

C1  Concise and to the point

Use as few words as possible. Foreground or set-off the most important details. Too much text without surrounding white space is hard on a reader’s eye, so use white space or borders to break up copy. Avoid jargon and specialized language. As the copywriting professional Bob Bly says, “Your goal is the express, not to impress.”

C2  Current and timely

When possible, connect your project to other newsworthy topics. Select times and dates that are conducive to the largest audiences and allow for maximum media coverage of your event. Allow enough lead time to accommodate the deadlines of various of publicity outlets. Send save-the-dates so people will mark their calendars.

C3  Correct and consistent

Be sure locations, times, addresses, contact numbers are accurate on marketing materials. Request multiple proofreadings before releasing a notice to the community. Early in your promotional campaign, prepare a one-page bulleted sheet of key points about the program so that all people helping plan the event stay on message.

C4  Coherent and logical

Include in your marketing materials only those words, graphics, colors, or photographs that support the message you want to convey – which means that before designing a flyer or poster, you must ask yourself: What message do I want to convey and to whom do I want to convey it? What information does my audience need and in what logical order should I present it?

C5  Complete and thorough

Before designing a flyer or brochure, before writing a press release, consider the five “W’s” and one “H”

- Who  (describe your group and identify the sponsoring organization)
- What  (describe the project/event)
- When  (give date and time)
- Where  (provide the location, with directions if needed)
- Why   (write in one or two sentences why someone should attend your event)
- How   (specify how someone might participate and how to get more information)
Promoting the Humanities

Consider the “P3 Promotional Planning” criteria before launching your communications campaign:

P1 Product

Your event is essentially a “product” offered to the public to “consume,” but your product should be packaged in language that is inviting, human, enthusiastic. Give your audience some sense of the experience they will enjoy.

P2 Place

When selecting the location or venue for your event or program, consider such questions as: Do reservations need to be made and how soon? Is parking convenient? Is the site handicapped-accessible? Will the space accommodate the projected number of participants? What kind of technical equipment will you need and does the site offer it or offer the capacity for it? Will participants need a map in advance or signage along the route? Also keep in mind that because place is part of the product offered to your consumer, it should be compatible with your organization’s identity and mission.

P3 People

Current supporters, donors, and past project participants should be informed about your event in advance of the general public. A simple “Save-the-Date” postcard, snail-mailed or emailed, will do.

For potential audiences, think about the emotional or personal motivation for them to attend, then promote the event from that motivation.

Other Promotional Tips

Invite elected officials to address the audience at your event. If you are fairly certain press will be there, indicate so, but always say, “At this time Mr. Reporter plans to attend” just in case Mr. Reporter does not show. A couple of months before the project, find out when recesses are (when the legislator will be in your district) and visit the legislator to extend the invitation. If your project’s events coincide with recesses, take advantage of the opportunity.

Identify local scholars, artists, local celebrities, mayors, or prominent members of your community who might have an interest in your project and solicit their help as ambassadors for your organization. Encourage them to invite their friends and colleagues. Make it easy for them to spread the word; give them the one-page fact sheet about your event. Let them know that they will receive special recognition in print and/or online for their efforts.

Add a project-related page to your website or create a project-related Facebook page.

Create a project-related blog and invite the community to participate. Blogs include controls to allow you to filter offensive commentary.
Publicizing Your Project: Getting Started

Form a Publicity Committee

There are many ways to promote your project and its events. Creating a publicity committee responsible only for project PR is ideal, but even if you are a committee of one, these guidelines may help you, too.

Recruit volunteers to help with promotion. The size of the publicity committee will depend entirely upon the size of your town, the scope of your project, and the number of tasks you'll be assigning.

Involve people with retail experience. People who make their living by attracting the public to their businesses have knowledge that can help you. Search for innovative ways to tap into that knowledge.

Ask other organizations to be co-sponsors and to assign one of their members to your publicity committee. Some organizations have established networks for publicizing events.

Roles of the Publicity Committee

Design a publicity campaign based on the project's goals. What image and message do you want to convey? What types of people are you trying to reach? Define your target audience.

Decide which channels of communication you're going to use and make the necessary initial personal contacts. Talk to your local newspapers and radio and television stations to find out guidelines on submitting publicity materials and deadlines for submissions. Ask how much lead time editors need on a story. Contact officers or advisors of local clubs and organizations to arrange for a speech or presentation at one of their meetings or arrange for an announcement about the program to appear in their newsletters or bulletins. Find free press release distribution services online.

Determine potential photos to include with press releases. Editors usually don’t want to print photos of large groups, and they dislike photos of poor quality. If you can offer high-resolution photos of your speakers, or of something that compellingly illustrates your story, you’ll help the editor put together an appealing page.

Establish a publicity calendar for press releases, flyers, posters, and mailings. Release these materials in time for the public to make plans, yet not so early they will forget about the program.

Cultivate a relationship with the people in the offices of your elected officials. Make a call, ask who keeps the official’s calendar, and ask that person how and when s/he would like info sent regarding your event. (Before calling the first time, however, find out the in-session and recess dates.) Be very clear about what you would like the elected official do: Drop in and shake a few hands? Introduce the keynote speaker? If the scheduler says s/he will make a tentative note of your event on the calendar, call that person back with an enthusiastic reminder. If you’ve lined up media coverage of the event, be sure the scheduler knows the details. Mention photo-op possibilities.

Publicize your event for free in community newsletters and calendars, church bulletins, bulletin boards in high traffic areas, direct-mail flyers or letters, and posters. Get creative. One grantee taped posters one next to the other to cover an abandoned storefront window. Research Internet resources available for free.
Publicity Tools: Basics

Fact Sheet

Create a one-page bulleted fact sheet based on the following information.

- **Who** is sponsoring the event? [You are the sponsor.]
- **Who** is funding the event? [The North Carolina Humanities Council is funding the event.]
- **What** is happening?
- **When** is it happening?
- **Where** is it happening? Are directions provided? Is parking available?
- **Why** is it happening? What is it for? Why are you excited about it?
- **Who** is likely to be sorry if they miss the event? Why should they attend?

All other descriptions are based on this summary. Your summary should be in paragraph and fact sheet form.

Keep the fact sheet next to the phones so that answers are at the fingertips.

Make the fact sheet available for everyone in your organization – especially anyone who may answer your phone or speak on behalf of your organization.

Press Release

Submitting press releases to weekly and daily newspapers is still a good way to speak to a large audience. Submitting releases to independent newspapers serving a very particular demographic is a great way to funnel your information directly to the people you most want to engage. Many newspapers now offer online versions of their publications, and it is fairly easy to post an event or community calendar announcement yourself.

A good press release makes a reporter’s job easier. A reporter should be able to use the press release without much, if any, editing.

A good press release allows a reporter to click on hyperlinked words to get an overall picture. But try not to overdo the hyperlinks.

Press Release Format

Press release formats can vary. Choose one accepted format and use it consistently. Below you will find suggestions for format.

- Type **FOR IMMEDIATE RELEASE** in capital letters in the upper left corner of your release. (But don’t use a huge font.) If you want the reporter to hold the release until a certain date, type **FOR RELEASE ON [DATE]** instead.

- Under **FOR IMMEDIATE RELEASE**, provide primary contact info, including title and email address. The contact isn’t necessarily the person who wrote the release, but the person who can best answer media questions about the topic.

- Begin the first paragraph with a dateline. The most common format is CITY in all caps with the state abbreviation, followed by the date of the release in parentheses and a long dash.
• The lead summarizes your news in broad, attention-getting terms. Move from the most important detail to the least. Flesh out the summary in a following paragraph, answering the five “W’s” and one “H”: who, what, when, where, how (if you don’t already address one of those in your first sentences).

• To demonstrate the newsworthiness of your topic, use supporting facts and statistics.

• Does the release warrant a direct quotation from an expert or the project director? If so, use only those quotes that are memorable and keep them brief, even if you have to break up a long quotation. A quotation should expand on the information of the release, not simply repeat it.

• Add ### centered at the bottom of your release to indicate “the end.” [Note: This convention varies.]

• Below ### add a boilerplate paragraph about your organization. With the exception of small details, this summary of your organization’s purpose and history should not vary from one release to another. Include your website URL (LINK IT) and whether you are on Facebook or Twitter (LINK THOSE) etc., at the end of the boilerplate.

Press Release Tips

• Your subject line and headline are crucial in capturing the reporter’s interest. Try to think like reporters think. What words in a subject line might grab them? Use active verbs when possible.

• When press releases were commonly snail-mailed, it was convention to double-space. But now double-spacing an emailed press release is unnecessary.

• Do not snail-mail your release to a reporter.

• Do not include attachments when emailing your press release. If necessary, offer a reporter sources of additional info not within the press release, above the contact info. Example: Photo [or Detailed Schedule or Interview Contacts] provided on request.

• When a reporter opens an email from you, the press release should be the first thing seen. Place your release in the body of the email.

• Email the release to yourself to catch typos. Have a colleague proof it.

• Follow up your press release with a phone call or personal visit. Your voice and presence are two of the most effective ways to convey enthusiasm and generate interest in your event. Identify yourself, remind the reporter of the release’s topic by saying, “I’m calling to see if you received the press release on . . . “ Be prepared for the reporter (like nonprofits, they are overworked and under-staffed) to say, “I think I did. Seems I remember something about that. Could you re-send?” Say, “By all means,” and end the conversation quickly with something like, “I hope [name of media outlet] can cover the piece because it _____________. Thanks for your time.”
Press Release Example

FOR IMMEDIATE RELEASE

Contact:  
Kristen Jeffers  
Public Affairs Officer  
336.334.5704  
kjeffers@nchumanities.org

2011 Linda Flowers Literary Award:  
North Carolina Humanities Council Calls for Submissions

The North Carolina Humanities Council, a statewide nonprofit and affiliate of the National Endowment for the Humanities, invites original entries of fiction, nonfiction, or poetry for the 2011 Linda Flowers Literary Award. The postmark deadline for submissions is August 15, 2011.

The Humanities Council will award the author of the winning entry a cash prize of $500, publication in the Humanities Council’s biannual magazine North Carolina Conversations, and support towards a weeklong writer’s residency at Weymouth Center for the Arts and Humanities in Southern Pines. There is no entry fee.

Entries should be no longer than 2,500 words and five copies of an entry should be submitted. For a complete description and full submission guidelines for the Linda Flowers Literary Award, visit the North Carolina Humanities Council website at www.nchumanities.org.

The Linda Flowers Literary Award is given annually by the North Carolina Humanities Council for unpublished writing that portrays North Carolina, its people, and cultures. While authors do not have to be North Carolinians, entries are expected to draw on North Carolina connections and/or memories.

Entries should be mailed to the North Carolina Humanities Council, 122 N. Elm Street, Suite 601, Greensboro, NC, 27401. Questions may be directed to Donovan McKnight at dmcknight@nchumanities.org or (336) 334-4770.

###

The North Carolina Humanities Council is a statewide nonprofit and affiliate of the National Endowment for the Humanities. The Humanities Council supports through grants and public programs vital conversations that nurture the cultures and heritage of North Carolina. Learn more about the work of the North Carolina Humanities Council at www.nchumanities.org. Also on Facebook and Twitter.
Social Media

Online social networking tools are used by nonprofits and community organizations as effective promotional tools. With these platforms, you can reach a wide audience to announce the details of your event; keep the conversation going after your event; reach new audiences; and more.

Different networking platforms appeal to different demographics. Visit the site and study its audience to determine the right one for you.

Some of the most recognizable online social networking sites are Facebook, Twitter, Instagram, YouTube, and Flickr. YouTube is considered a video-sharing site, and Flickr a photo-sharing site (though both have been used creatively as outreach tools). Animoto is a free online tool for creating “video slideshows” from digital photographs interspersed with text and set to music.

Wikipedia offers a comprehensive list of online networking sites and a brief description of each site’s focus and registered users at http://en.wikipedia.org/wiki/List_of_social_networking_websites.

To read more about social networking sites and determine if they are right for your organization, go to www.techsoup.org/learningcenter/internet/page7416.cfm. There you’ll find many helpful articles, such as

- “Should Your Organization Use Social Networking Sites?” (Brett Bonfield)
- “Determining Your Social Network Needs” (Beth Kanter)
- “Promote Your Cause on FaceBook in Six Easy Steps” (Soha El-Borno)
- “Eight Secrets of Effective Online Networking” (Kanter)
- “The Ten Commandments of MySpace Advocacy” (Marc Ruben)
- “Seven Ways Nonprofits Can Use Podcasts” (Bravo Britt)
- “How Nonprofits can Get the Most Out of Flickr” (Kanter)
- “Share Your Nonprofit’s Videos with the World” (Brian Satterfield)

Whether or not to use online social networking platforms involves such considerations as: What are the investments in time? What are the projected returns? Who will monitor and update your page on the site? What exactly is your goal in using online social networking?

Recommended Resources for Nonprofit Marketers Venturing into Social Realms


Heather Mansfield’s blog:


The Networked Nonprofit: Connecting with Social Media to Drive Change (2010) by Beth Kanter and Allison H. Fine

Kivi Leroux Miller’s website and blog:

- www.nonprofitmarketingguide.com/resources/
- www.nonprofitmarketingguide.com/blog/
Out-of-the-Box Promotions

Photo by Emily Shaw.

Courtesy Arts Council of Wayne County.

Courtesy Mt. Airy Museum of Regional History.
Courtesy Arts Council of Wayne County.