Define Your Audience and Reach Out

With a solid strategy and a good message in order, it's now time to determine who you are communicating with. Your audience is anyone who might be interested in your company — customers, suppliers, local media and others. It's time to build the list or lists, as the case may be.

Included in Guide:

Paper for Life.

INTERNATIONAL PAPER

Hammermill®

Content Distribution Materials

Target Lists

Keeping track of subscribers or others who have expressed an interest in your business or interacted with your brand is a crucial element to your ongoing marketing efforts. Collecting information about those who interact with your brand helps you target your efforts with messages that are meaningful to each audience.

What You Will Need

Hammermill® Copy Plus, 24lb

Media Kit

Make a list of all the content you have available to distribute to media, both digital and print. From your company tagline to your website, it all belongs in your media kit. It's the easiest way to keep tabs on all you have to offer. This way, when local media call, you have everything at your fingertips ready to send.

Building a media kit (or marketing collateral):

Purpose: Prepare the key resources for your organization's media kit to support its promotion.
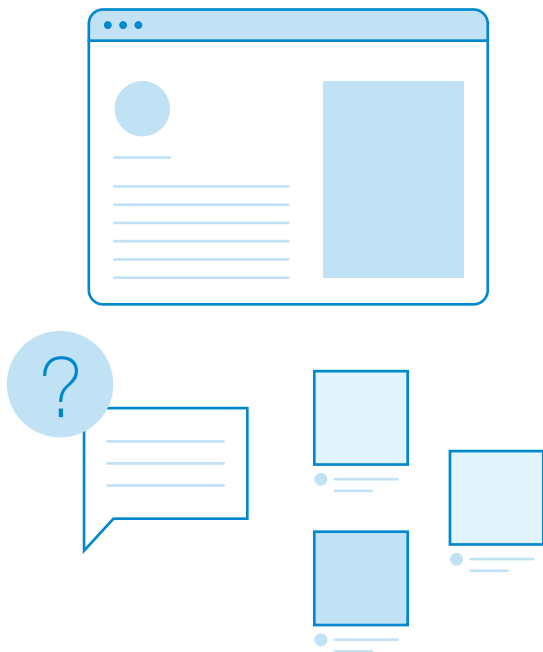
Media Kit

ITEM	DETAILS	NOTES
A Website	A website is a living media kit and should include most of the items below.	
An Introduction to Your Organization	A clear paragraph spelling out what your organization does, its key achievements, who is involved, where your organization works, and why.	
Mission Statement	A statement that identifies what the organization does, whom it does it for and how it does it.	
Vision Statement	A statement that identifies how the world will be once your organization achieves its goal(s).	
Tagline	A pithy slogan (it may or may not be the mission or vision statement)	
Elevator Pitch	Explain what your organization does and why a stranger should support it in 30 seconds or less.	
Testimonials	Quotes from beneficiaries, partners and supporters testifying to the excellent work of your organization.	
Success Stories	A narrative (story/article) that provides information about the successes your organization has had.	
FAQs	A list of questions and answers about the history of the organization, the work the organization does in the field, ways of supporting the organization via volunteer work or donations and whom to contact.	

Media Kit

ITEM	DETAILS	NOTES
Background Information to the Issue Your Program Addresses	A one-pager that educates the reader on the issue that your organization is focusing in on and the complexities involved.	
Projects and Programs	If your organization produces specific projects and programs, be sure to provide information and photos regarding them.	
Contact Information	Media Contact Information: If a member of the press or general public wants more information about the organization, this is whom they should contact and how.	
Links to Articles in Which Your Organization is Mentioned	When people want to check the credibility of your organization, looking at articles from local or national press is very convincing.	
Gallery of Photos and Videos	A database or gallery of photos and videos that represent the work of your organization in its best light (with permissions arranged).	
Logo	The visual symbol of your company (it should be simple, memorable, versatile, appropriate and timeless)	
Press Releases	A log of press releases. (All your organization's press releases should be in one place for easy access)	
Staff Directory	List of staff and volunteers: their names and titles.	
Board Directory	List of board members: their names, titles and brief biographies.	

Content Distribution Materials

Press Contacts List

In the previous section, we talked about having a complete Media Kit available whenever media call on you, but who says you need to wait for a call? Put together a list of press contacts in the local media to call whenever you have a story to pitch.

Developing a Press Contact List:

Purpose: Ensure easy access to contact information for press professionals.

Note: Use this form to organize your press contacts.

We also recommend that you create a listserv for press contacts so that you can forward press releases and other digital communications to your press contacts with a single email.

When putting together your press contacts, be sure to think across media and include traditional journalists as well as bloggers and other social media-based communications professionals.

Press Contacts List

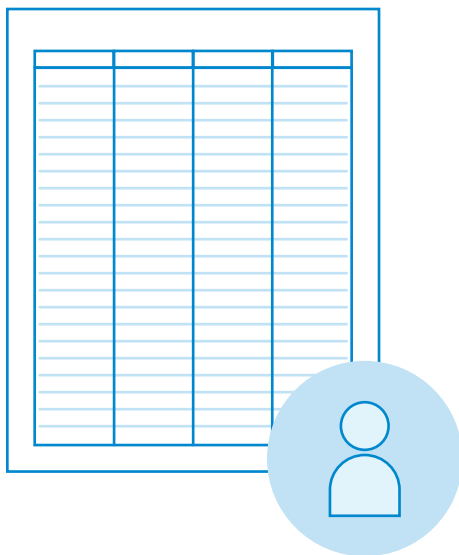| PRESS OUTLET	NAME	EMAIL	PHONE	TW/FB/IG/IN
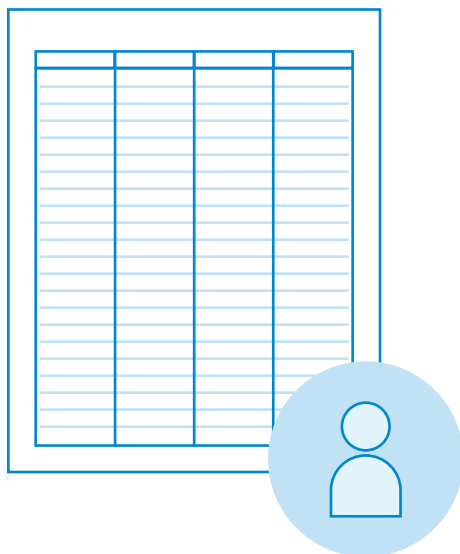
Donor List

For those in the nonprofit world, your donors are your customers, and keeping an accurate, up-to-date list of who gave, how much and when is key to cultivating lifelong contributors. But don't stop with donors who've already given; focus also on those who might give in the future.

Developing a Online Subscriber/Donor Directory:

Purpose: Organize subscriber/donor data digitally so that it can be easily accessed.

Keep track of your organization's subscribers, purchasers and donors — as well as your potential subscribers, purchasers and donors — with this simple directory.

It is important to display BOTH the current donor sheet and the potential donor sheet.

Donor List

Past Donors	Donation Amount	Volunteered or Contributed a Service	Estimated Yearly Donation	Prospective Donors They Might Introduce

Donor List

Email	Personal Phone	Office Phone	Mailing Address	Employer	Title

Donor List

Assigned To	Date of First Contact	Initial Commitment	Firm Commitment	Executed Commitment	Thank You Sent