



Publicity Toolkit for Our Funds

Updated November 2022



Publicity toolkit

We'd like to help you spread the word about the good work you are doing in our community and beyond.

Your fund already exists on our website. Please check the web page for your fund on our website under "Our Funds." Please review all aspects of your fund's landing page. If there's anything you'd like to change, please email the changes to David Little and Patrice Berry at our office: dlittle@nvcf.org and pberry@nvcf.org.

If a fund page doesn't exist, please reach out to Carolyn Engstrom at cengstrom@nvcf.org and she will work through the process with you.



Using social media



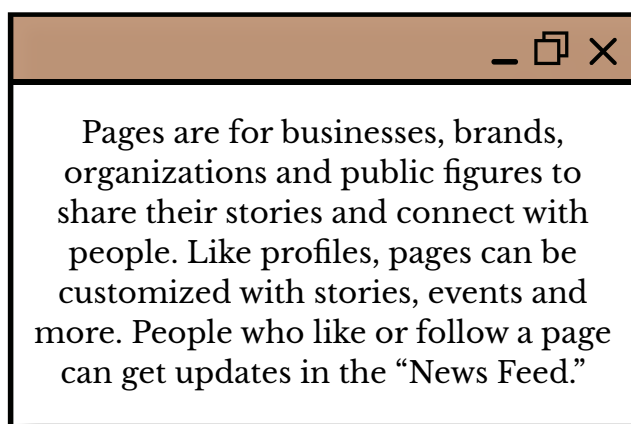
Social media is a cost-effective marketing option for nonprofit organizations and charitable efforts. It offers a central place to collaborate and connect and gain feedback or support from the general public and from stakeholders in the organization.

If you haven't already, we strongly recommend creating a Facebook page for your fund. You may also want to consider creating Twitter and Instagram accounts.

How to create a Facebook page

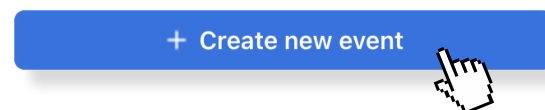
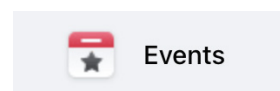
- Go to facebook.com/pages/create.
- Fill out the required information.
- Click **Create Page** and follow the on-screen instructions.

Note: Anyone can create a page, but only official representatives can create a page for an organization, business, brand or public figure.



How to create an event on your Facebook page

1. From your News Feed, click **Events** in the the left menu.
2. Click + **Create Event** on the left side.
3. Choose **Online** or **In Person**.
4. Fill in the event name, location, date, time and description.
5. Select **Public** under Privacy. Anyone will be able to see your event and search for it, even if you aren't friends. Once you've created a public event, you won't be able to change it to private later.
6. Type and select keywords about your public event so it can be better recommended to people who are interested in that topic (example: Food festival).
7. Choose who can edit and post in your event and then click Create. You'll be taken to your event where you can [invite guests](#), [upload photos](#), [add a cover photo or video](#), share posts and edit event details.



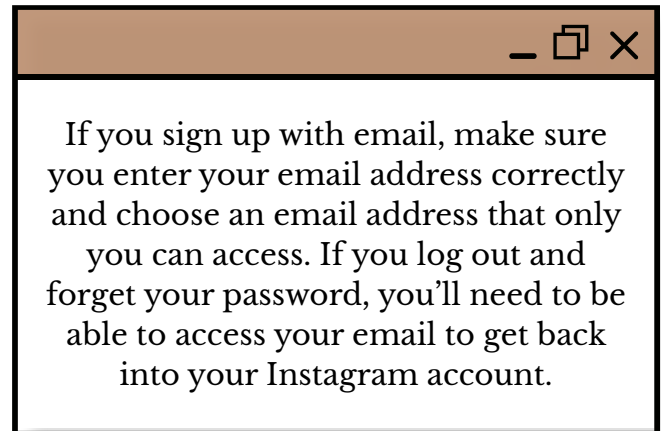
How to create an Instagram account from a computer

1. Go to [instagram.com](https://www.instagram.com).
2. Click **Sign up**, enter your email address, create a username and password

OR

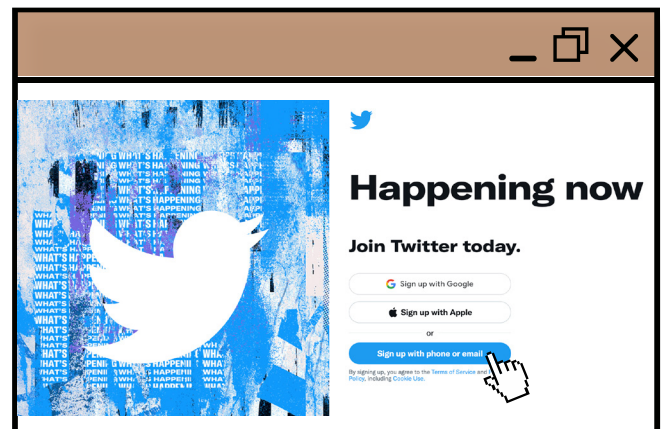
Click **Log in with Facebook** to sign up with your Facebook account.

3. If you register with an email, click **Sign up**. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.



How to create a Twitter account

1. Go to twitter.com on your computer's web browser. Click **Sign Up**. It's a blue button in the middle of the page.
2. Enter your name into the "Name" text box.
3. Type in your phone number.
4. Click Next.
5. Click Sign up.
6. Verify your phone number.
7. Create a password.
8. Select interests.



How often should you post on social media?

Social media algorithms are constantly changing. It's safe to say your social media posting policies should change along with them. If you are unsure of what time would be best to post we recommend a quick internet search prior to planning your social media.

Once you have built your social media following make sure to check your analytics to help gauge when you should be posting, i.e., when your followers are online and engaging.

Facebook

We recommend posting
3-5 times per week

As of August 2022 the best time to post to Facebook for nonprofits is between

**7 p.m. to 10 p.m.
any day of the week**

This time slot is actually best across most social media platforms.

Don't forget to **tag individuals and organizations** on Facebook using the **@ symbol and hashtags**. People and organizations usually check their mentions and are thus more likely to see the post. That makes them more likely to share or like posts, which increases engagement.

Instagram

In reality, even the top brands on Instagram only post an average of 1.5 times per day.

This is another social channel where your audience size factors into your ideal posting frequency.

We recommend posting
1-3 times per day

As of August 2022 the best time to post to Instagram for nonprofits is between

**7 p.m. to 10 p.m.
any day of the week**

Don't forget to **tag individuals and organizations** on Instagram and Twitter using the **@ symbol and use hashtags liberally**. For example using the hashtag "#fundraiser" is a great place to start.

Twitter

The average lifetime of a tweet is between 15-20 minutes.

Tweet periodically
throughout the day
but don't overload your followers with tweets.

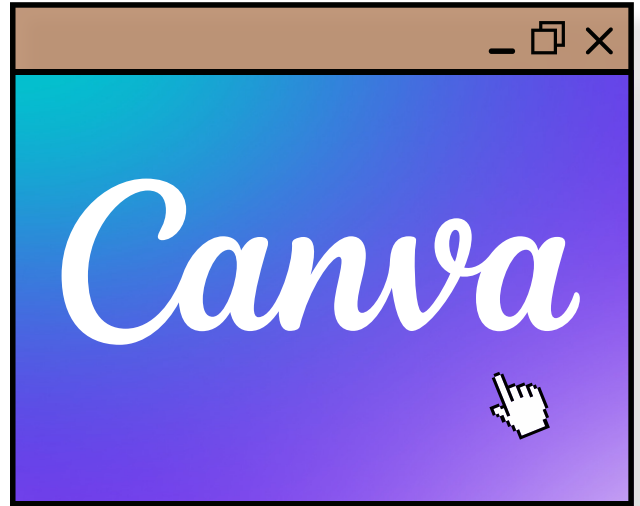
Most retweets happen **within an hour** after they publish. If you want to see higher engagement on each individual tweet, research says to send between

1-5 tweets per day

How to create fliers for your fund or event

We highly recommend [Canva.com](https://www.canva.com). It's a website that offers an ample amount of free design resources. It also offers paid plans, but the free ones are robust and likely will suit your needs.

In addition to building fliers, the free Canva tool allows you to create social media posts, presentations, letters and more. It also offers stock photos that may come in handy.



Using logos

If you need NVCF logos for use in a post or flier, you can save a copy on the [fund advisor resources page](#). If you need a vector file or a higher-resolution file than the one below, please email David Little at dlittle@nvcf.org.

Let us help you share your news

If you create a Facebook post or event that you'd like us to consider sharing on our page, please email a link of your Facebook post to dlittle@nvcf.org.



Our social media tags are **@northvalleycf** on Facebook and Instagram, and **@NVCF** on Twitter. Tagging makes it easy for us to see and share, particularly on Twitter.

Media relations help

Feel free to reach out to David Little at our office (dlittle@nvcf.org) if you have any questions about press releases or social media.

A quick how-to on press releases

Submit a press release to media outlets when you'd like to share news. The hard part, of course, is trying to figure out whether media outlets will find your press release newsworthy. Error on the side of oversharing and send them what you think is newsworthy. Let them decide what to run and don't be offended if they don't run it.

Keep it short. With rare exceptions, most newspapers and no TV or radio stations will run long news releases. **Aim for 4-6 paragraphs** in most cases. Start with a lead (the news). Supply a couple of paragraphs of material supporting the lead. Include a quote if necessary (see below under "keep it factual"). Add a paragraph of boilerplate material explaining what your organization or fund is all about and how readers or viewers can reach you. And that's it.

Expect it to be edited. Almost no media outlet will run a press release verbatim, so don't obsess over the grammar and structure. They'll take care of that. They just need all the information. Speaking of which ...

Don't forget the five W's and the H. That is, **who, what, when, where, why and how**. Try to answer all of those questions in the first one or two paragraphs.

Keep it factual. No need to include opinion. They will edit it out. But if you'd like to inject opinion, do it in a quote. For example, if you are holding a fundraising event for a worthy cause, have a quote from an event organizer talking about what a wonderful event it is and why people should give to that cause.

Include contact information. You need this in two areas. First, up top, before the first paragraph, have a line giving the contact information for the person who sent the press release for the use of the news outlet. Then, probably in the last paragraph, include for publication a website, email address and phone number (as appropriate) where people can get more information if they want it.

Include logo or logos. If you have a logo for your fund or event, include it at the top of the release. It adds legitimacy if the media outlet doesn't know about you.

Include photos if you have them. All media outlets except radio need visuals. Unless you have absolutely nothing else, don't send boring posed photos of people lined up against the wall, or grip-and-grin photos of people holding oversized checks. Strive for candid photos or photos that illustrate your cause or event. Use a photo from the previous year's event if you have one. Include information about what is happening in the photo and the names/titles of people in the photo and where they are if applicable. (Example: Executive Director Megan Smith (right) accepts an award for ...)

Write a headline. When doing so, keep this question in mind from a reader's point of view: "Why should I care?" So instead of a headline like "Walk to be held in Bidwell Park," try "Walk4Water in Bidwell Park will help bring clean, safe water to Africa."

Work in advance. If you're asking them to publicize an event, send the release two weeks before the event. If you're selling tickets to something, send the release as soon as tickets are publicly available.

Follow up. People get busy. If you don't hear anything back and don't see the news in their outlet, forward the email again a couple of days later saying politely that you're just checking back on your news release and ask if they have room for it. Helpful reminders are almost always welcomed. If you still don't hear back, call the person you sent it to.

See a sample press release on the next page.

Sample press release



Contact: David Little, executive vice president, North Valley Community Foundation. Email: dlittle@nvcf.org, 530-891-1150, ext. 30.

FOR IMMEDIATE RELEASE: Nov. 25, 2019

HEADLINE: Aaron Rodgers, Butte Strong Fund donate to build new playground at Spring Valley School

Spring Valley School near Concow will get a new playground with the help of a \$100,000 donation from Aaron Rodgers and the North Valley Community Foundation's Butte Strong Fund.

After the Camp Fire on Nov. 8, 2018, forced Concow School to close, students from Concow were relocated to Spring Valley School on Pentz Road near Highway 70. Spring Valley School had been closed since 2010 due to declining enrollment and fell into disrepair from lack of use. One of the items at the top of the wish list for the reopened kindergarten through eighth-grade school was a playground.

Josh Peete, superintendent of the Golden Feather Union School District, also serves as principal at Spring Valley. The school submitted a grant request to the Butte Strong Fund to cover part of the estimated \$250,000 cost for playground equipment. The Aaron Rodgers NorCal Fire Recovery Fund, held at NVCF, and the Butte Strong Fund each contributed \$50,000.

"The playground structure at Spring Valley School is about 25 years old and it's falling apart," said Peete. "We are so thankful to North Valley Community Foundation and Aaron Rodgers for this very generous donation toward a new playground for Golden Feather students. Play is an important part of healing. Our new playground will encourage the habit of exercise and foster the healthy physical development of children in our community."

The Butte Strong Fund is a partnership of fundraising efforts led by NVCF, Sierra Nevada Brewing Co. and the Aaron Rodgers NorCal Fire Recovery Fund. Organizations interested in applying for Butte Strong Fund grants can visit ButteStrongFund.org to determine if they qualify for funding. Tax-deductible donations can be sent to Butte Strong Fund, 240 Main St., Suite 260, Chico, CA 95928 or by visiting www.buttestrongfund.org.