

## **Public Relations Tips for Non-Profits:**

1. Align your public relations plan with your mission and values.
2. Use PR for keeping everyone informed on your org.  
(*volunteers, staff, donors*)
3. Create co-marketing opportunities with allies and affiliated organizations.
4. Create and maintain an up-to-date database for donors, volunteers, partners/allies and staff.
5. Demonstrate information leadership and;
6. Become a media information source.
7. Pitch story ideas about your organization, events, and staff.
8. Designate and train a media spokesperson.
9. Create a crisis communications plan—keep up-to-date.
10. Create an annual PR calendar.

### ***Seven from the 7: Velocity7's 501c3 PR Services***

1. Marketing and PR Plans
2. PR Calendar
3. Press Releases
4. Website refresh or redesign with PR in mind
5. E-mail news template design and implementation
6. Print newsletter template design
7. Blog additions

***Call and ask about our 501c3 Easy Retainer 530.470.9292***