

HI-LO

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DIY PR

DIY PR

Building the Narrative &
the Art of the Pitch

Presented by:



Hi, I'm Laura

- ▶ Founder of Hi-Lo, a full-service communications agency.
- ▶ 12+ years in earned media, production, brand campaigns & storytelling.

Broadcast TV experience



Brand, PR and marketing experience



autonomy⁺

PORTAL^o

vafels



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What Is PR?



In a Nutshell

PR is the practice of managing how information about an individual or organization is shared and experienced with the public and media.

HOW TO WORK BETTER.
1 DO ONE THING

AT A TIME
2 KNOW THE PROBLEM

3 LEARN TO LISTEN
4 LEARN TO ASK

QUESTIONS
5 DISTINGUISH SENSE
FROM NONSENSE

6 ACCEPT CHANGE
AS INEVITABLE

7 ADMIT MISTAKES
8 SAY IT SIMPLE

9 BE CALM

10 SMILE



Why Storytelling Matters

Storytelling is the powerhouse of:



getting **clear**.



building smart, succinct and strategic **communications**.



connecting.

Storytelling x PR

Using smart storytelling to inform PR will:



attract positive attention.



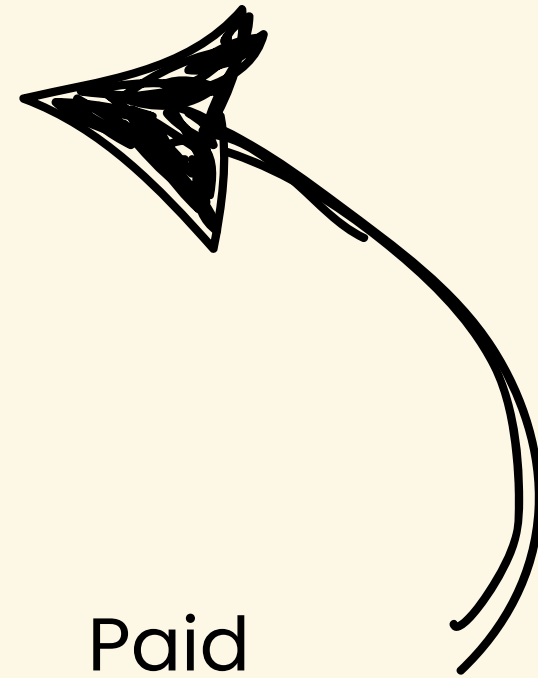
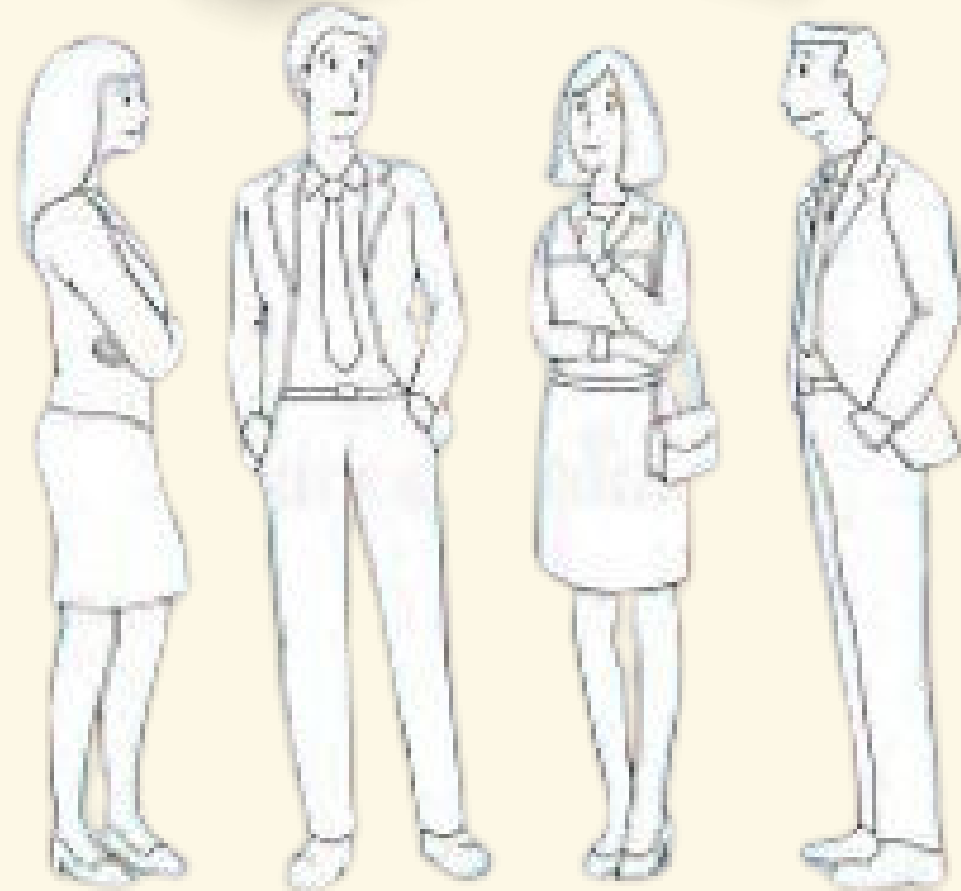
build trust & credibility.



establish community & loyalty.

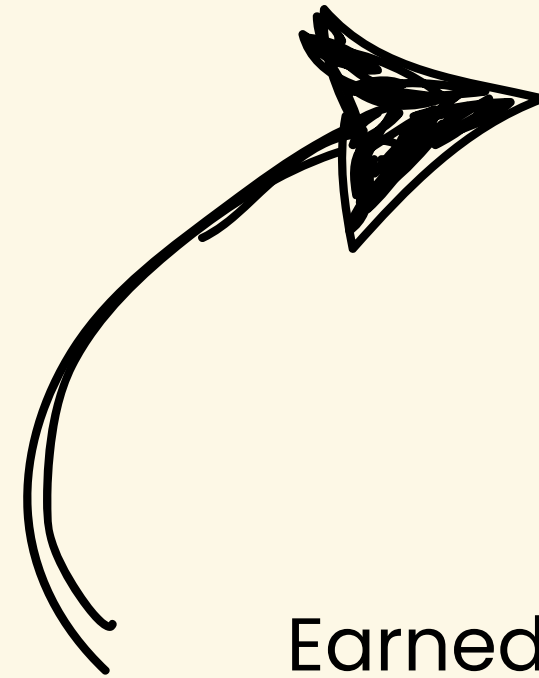
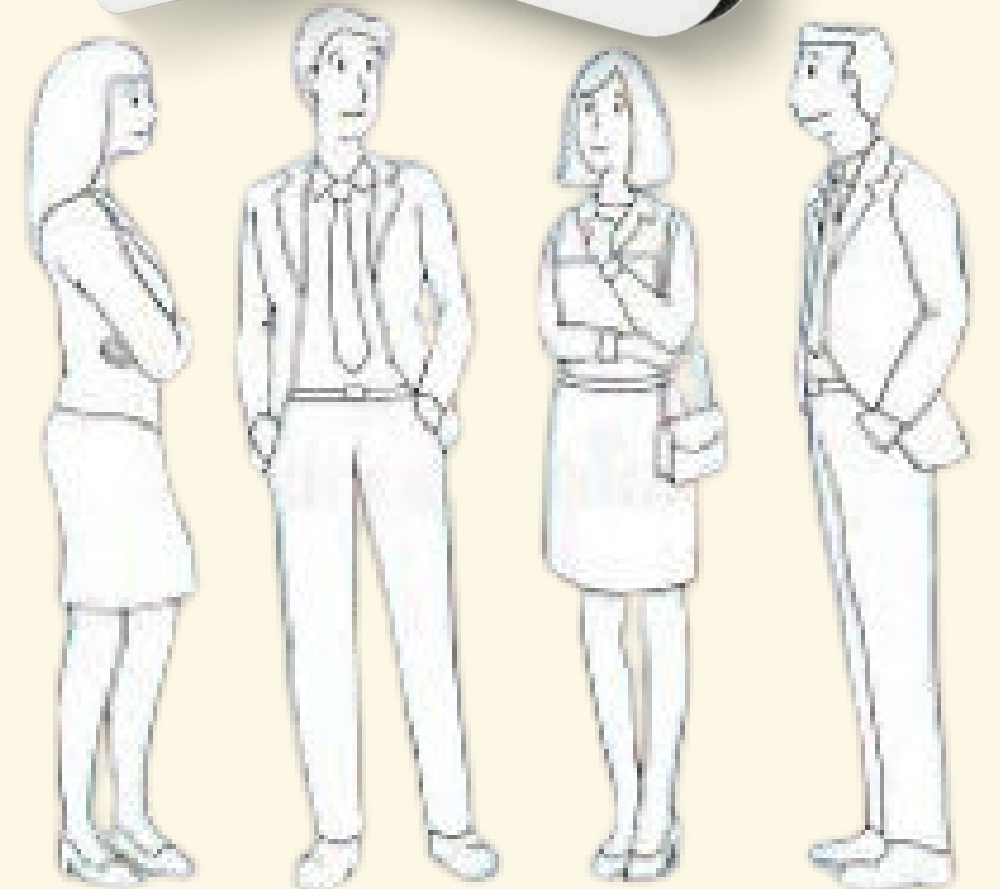
Advertising vs. PR

“We are the best company”



Paid
Builds Exposure
Expensive
Less Credible

“They are the best company”



Earned
Builds Trust
Less Expensive
More Credible

Developing PR Strategy

STEP 1 Define Your Goals

Introduce a Campaign

Grow Audience

Promote an Event



Attract Donors

Boost Community Engagement

Showcase Thought-Leadership

Identify Your Audience

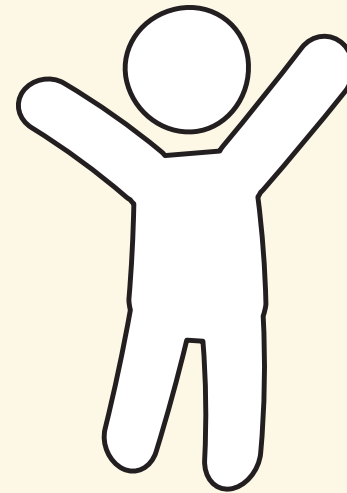
STEP 2



Potential Funder

How would you describe this person?

Why do you care about them as it relates to your work?



Program Beneficiary

How would you describe this person?

Why do you care about them as it relates to your work?



Local Community

How would you describe this person?

Why do you care about them as it relates to your work?

Talk to Your Audience

STEP 3

Never assume what your audience wants, thinks and values.

Ask them...

3 ESSENTIAL QUESTIONS

1

How would you describe our organization to a family or friend of yours?

2

What is your understanding of what our organization does?

3

Why is our mission important to you?

STEP 4

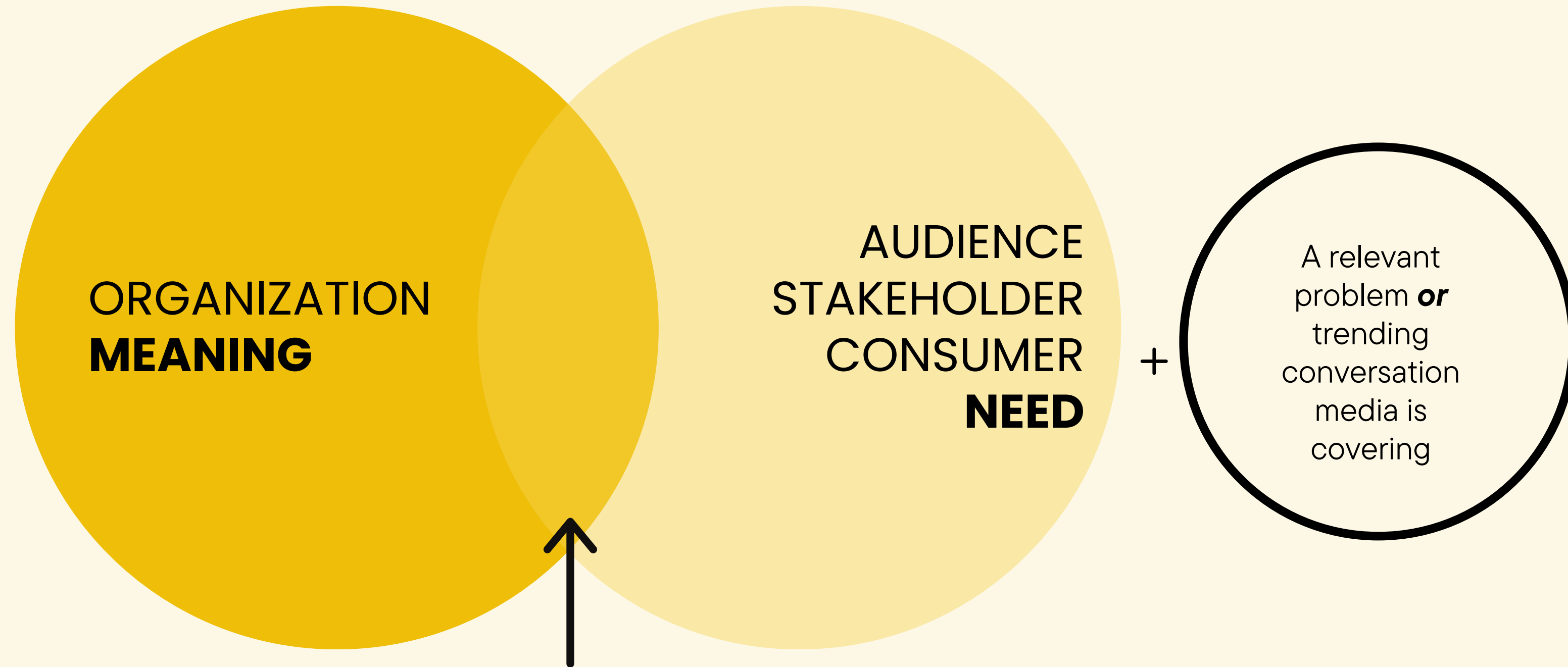
Choose Your Channels



Could be one... could be many

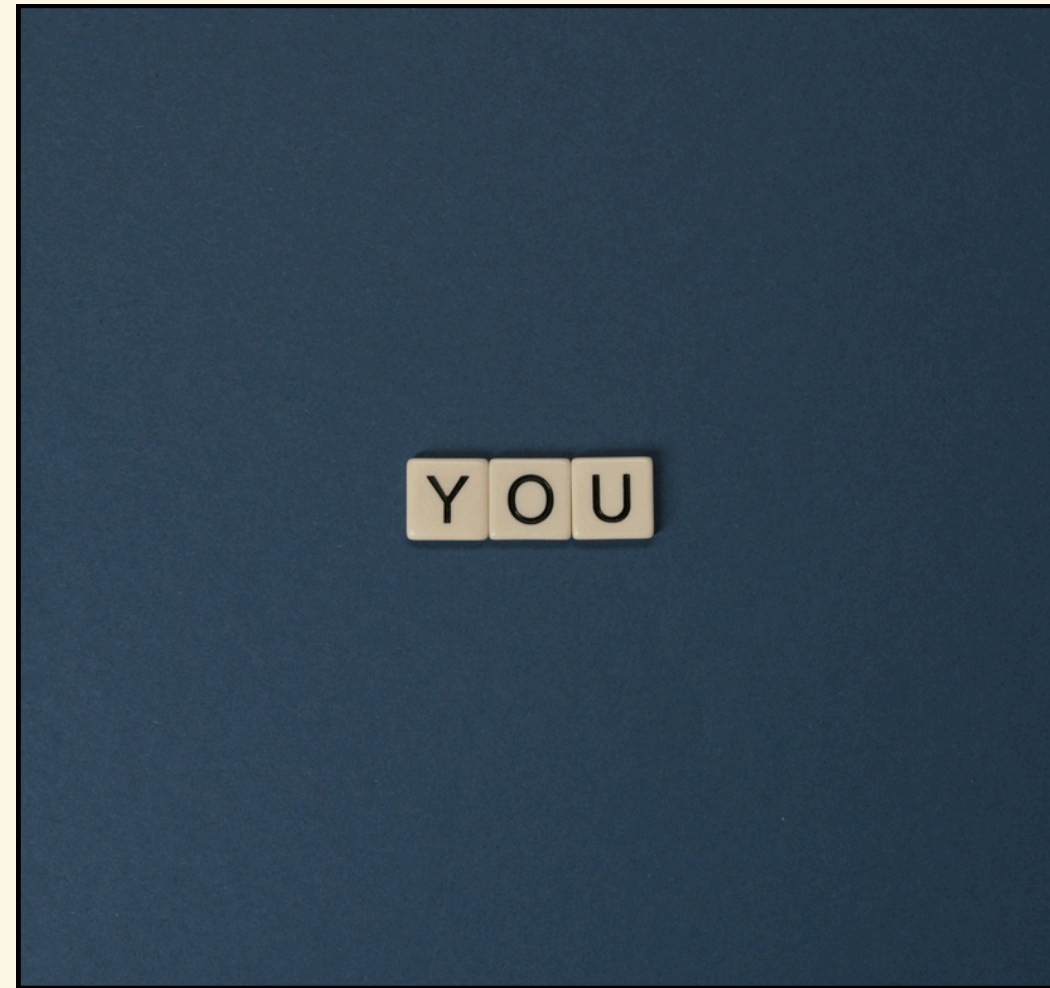
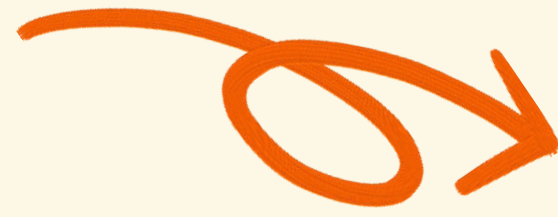
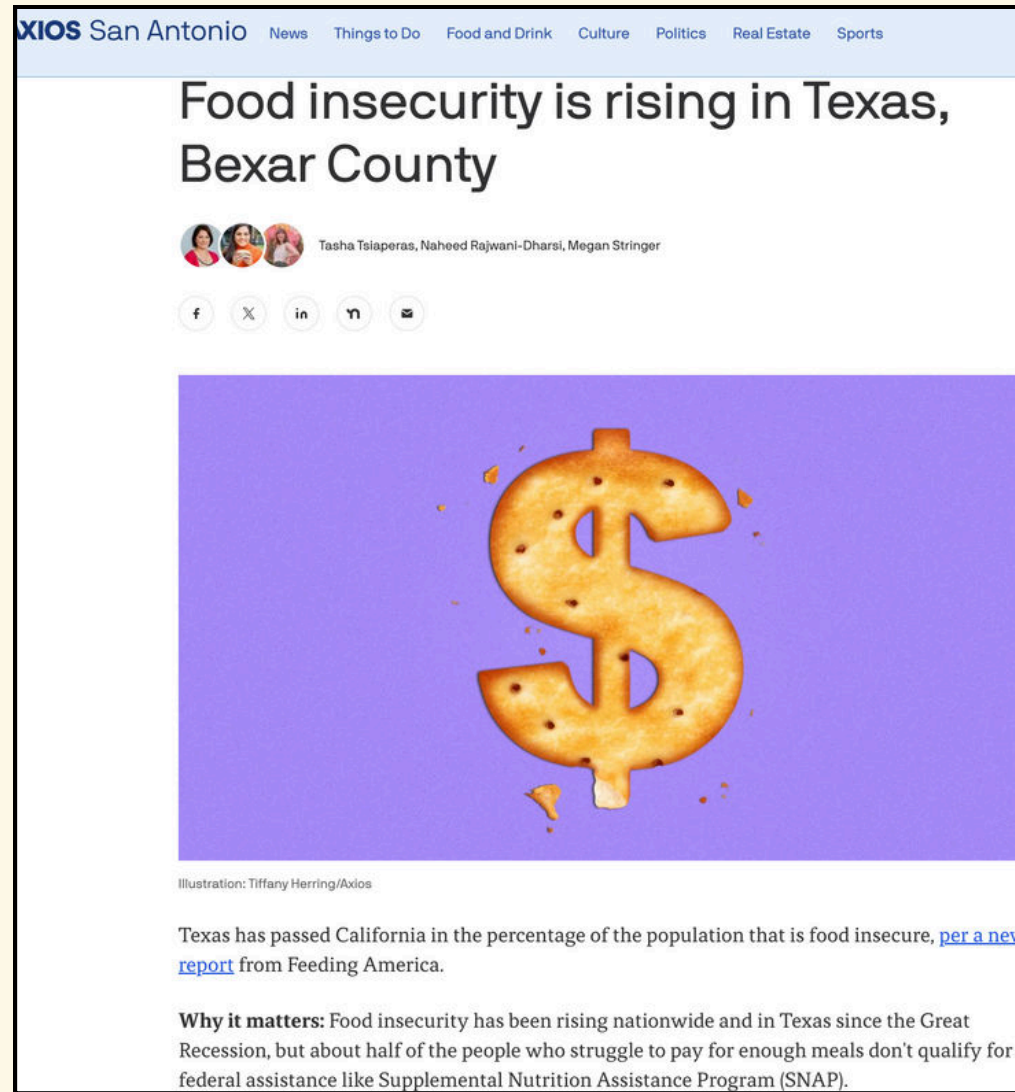
Building the Narrative

The Intersection



THE **EARNED** OPPORTUNITY
the messaging that will resonate best

Build Your Story



need | **problem** | trending topic

your organization and **solution**

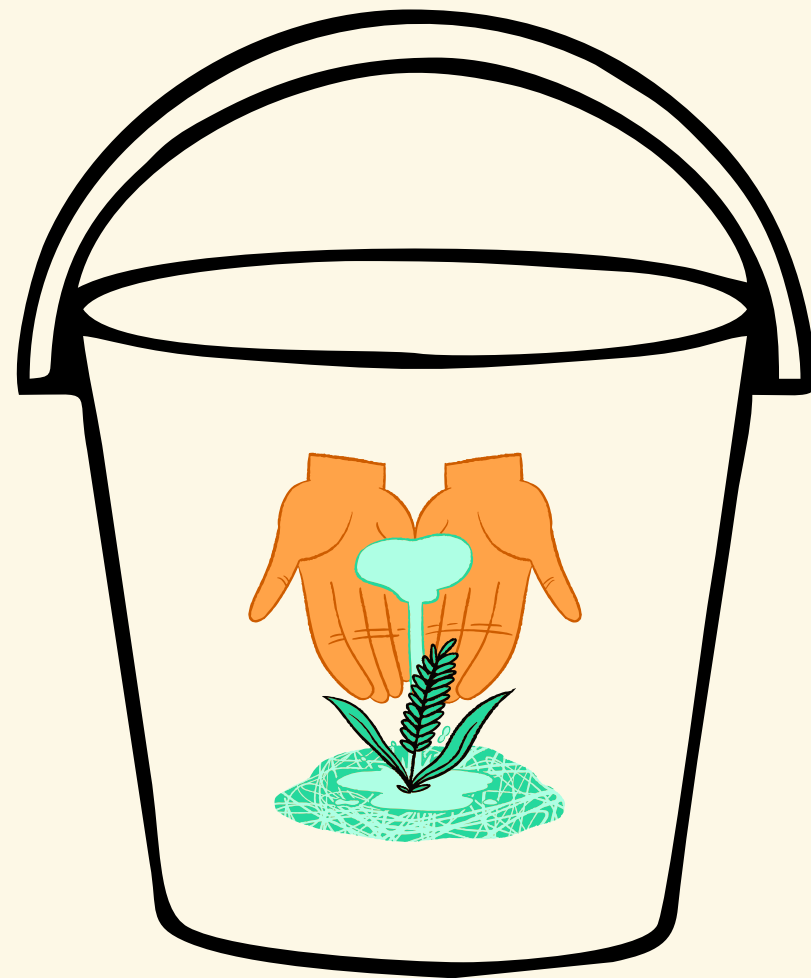
outcome



Using a Relevant **Why**

Comms Guide

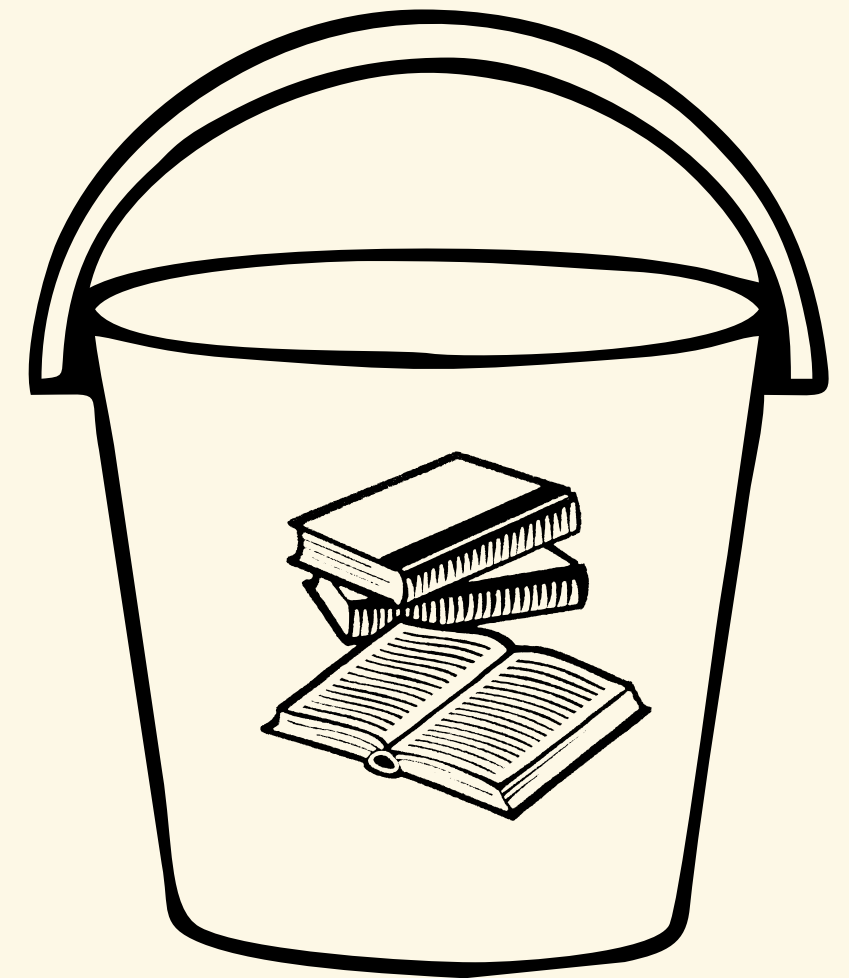
write down your **solutions** and **“why” statements** as they relate back to the core issues you fit into.
Think of these like buckets!



food security



sustainability



education

WORKSHEET BREAKOUT

15 MINUTES

Crafting Your Messaging

Key Messaging

Q&A STYLE GUIDE

1

What is the mission of [org]?

2

Explain what [org] does as if you were explaining to family and friends.

3

Why is [org] dedicated to food justice in [city]?

4

What are the programs and goals of [org] as it relates to each [insert buckets]?

5

What measurable impact can you share about your program(s) to date?

WHAT

WHY

HOW

Use Cases for Messaging



PR: pitching, press releases, events, campaigns.



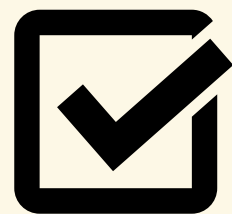
Marketing: social media content, ad copy, content, newsletters, partnership proposals.



Website Copy



Fundraising: grant applications, events, pitching prospective donors.



Speaking opportunities to tell your FULL story

****more on this from Catherine Burns**

The Art of Pitching

A green paper bag with a torn opening. The text is printed on the white background visible through the tear. The words 'do's' and 'don'ts' are in red, while the other words are in black.

**Do the do's
not the don'ts**

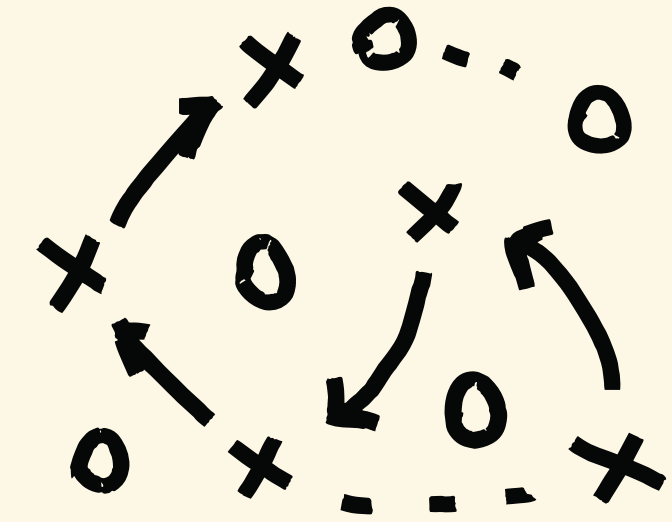


Pitch Perfect

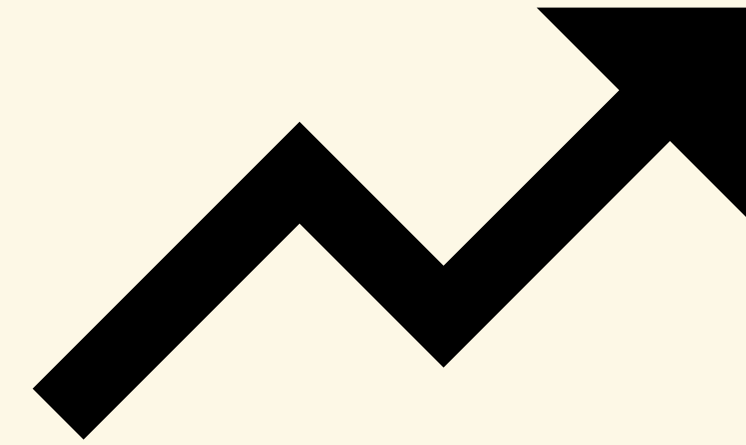


- Be **clear, concise** and give them a reason to **care**.
- Include images and links (where necessary).
- Personalize pitches – show them that you’re pitching them for a reason.
- Give them the relevant story. Don’t just say what you do and make them guess.
- Include sources when referencing stats.
- Offer them sources they can speak to or places they could visit. *Support their leg work!

- Tell your entire story.
- Follow-up daily. **3 times max with enough time in between.*
- Convey frantic nature or desperation to their pitch.
- Ask them to squeeze you into something they’ve already written.
- Sounds too “salesy” or overhyped. **Be real.*
- Be vague.



Great Pitches



Hi Mary,

I read your recent story, "Why Students Need Access To Healthy Food" and particularly appreciated the links you drew between food insecurity and school testing. I wanted to reach out and introduce myself. I work with (insert org). We (insert mission and state what you do). Over the past 5 years, we have (insert a proof point).

We just received a new grant that will accelerate our growth across (insert city, scope of work, etc.). I would be happy to arrange interviews with key figures at our organization and share additional information if you have an interest in working on a story together.

Thanks for your consideration.

Hi Sam,

I'm writing up to follow up on my email from (insert day of the week or date) regarding (organization, event, expert). A reminder that (why it's a good thing to write about - is it timely? is it a trending topic/item?).

Here's some things I wanted to share since my last email: (stats, data, links to research, news since the last email, etc) - hope to hear from you!

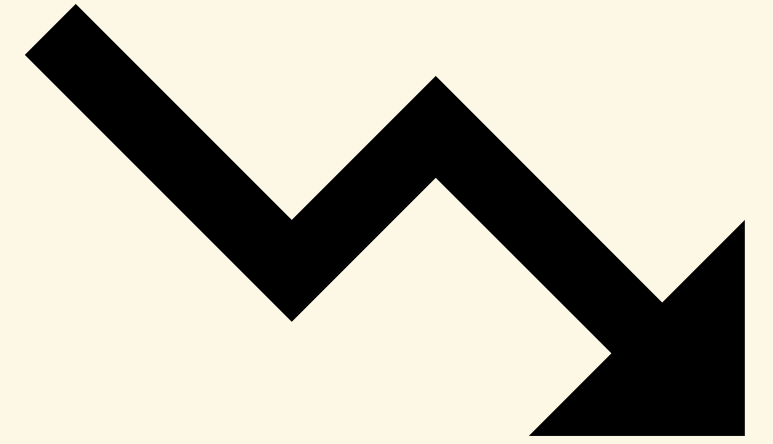
Hi Tom,

Did you hear? Big Green is CHANGING LIVES! Big Green is all about getting everyone in America to grow their own food. It all started back in 2011 when founder Kimbal Musk and Hugo Matheson began donating to and volunteering at local school gardens in Denver. It was during that experience of gardening with kids that they decided to start Big Green. The nonprofit is dedicated to helping people grow their own food by providing them with gardening resources and a supportive community. What started as an initiative to serve educational institutions pivoted to also include a home-gardening program during the pandemic. This year we took a big green bus all over America to talk to people about growing their own food. We went to San Antonio, Memphis, Atlanta, Savannah, NYC, Minneapolis, and Charleston.

Let me know if you're working on any stories we could fit into. Oh and I noticed you just wrote a story about food justice organizations in America, would you consider squeezing us in there?

Thanks for your consideration.

Bad Pitches



Hi Sarah,

I'm Laura and I work with Big Green. Are you working on any stories about food insecurity in America? I'd love for you to consider including Big Green if so. Let me know if I can share more information.

01 NYTimes Writer

“Do your homework. Let me know that you are familiar with my work and what I’m covering. Show me that your pitch was personalized.”

02 Forbes Writer

“Ask yourself – is it **timely**? Is it **relevant**? Is it, ultimately, **interesting**, and of value to my audience? Is it a fit for my audience?”

03 Local Newspaper Journalist

“How are you helping people here specifically? Why is it important to this area? Also, do you have any statistics to prove how effective your work has been or will be?”

Words From the Wise...

Q & A

Contact Info

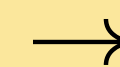


Laura Orland

Founder of Hi-Lo Agency | Spotighting Startups,
Scale-Ups, Nonprofits, and Change-Makers

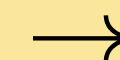


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