Tools to Tell Your Story

Press Releases and Marketing

FOR IMMEDIATE RELEASE:

4-HER'S FIGHT LOCAL HUNGER

Subhead: [Describe title of event and where it took or will be taking place.]

[City], [STATE in AP Style] — The [4-H Club of your county] is working to fight local hunger. They are taking steps beyond the local canned food drive and are making sure that every citizen of [your county] is being fed.

The [4-H Club] is holding an event to raise awareness about hunger in [Your County]. They have been working with the local food pantry to help eliminate hunger in [Your County]. [Toolkit Note: The rest of the story should provide further details about the event points covered in the lead paragraph. You can include some background information on the announcement. If you are explaining why your event is unique, be sure to write your release in terms most readers will understand.]

According to Feeding America, 14.7 percent of Americans were considered food insecure in 2011. The United States is considered one of the most food abundant nations in the world. It is not that there isn't enough food in the world to feed everyone, it is the lack access or that they cannot afford it. Families or individuals that struggle to put food on the table also lack access to healthy food.

The [4-H Club] knows that they can work with community member and other local businesses to help eliminate hunger. Programs like Invest An Acre and Feeding America hope that direct donations or hunger awareness will cause people to take a second and think about the impacts of hunger in the local community.

The [4-H Club] hopes that they can make a difference in the community by hosting [a/an event here] to raise awareness. No one in [Your County] should go hungry. Help the 4-H Club by supporting their cause!

[About Company]

Invest An Acre and Feeding America are working toward ending American hunger. They are teaming up with organizations that have an impact in local communities. Invest An Acre, Feeding America, and 4-H are all non-profit organizations.

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Media Inquiries:

Your First Name Last Name
Title for 4-H
Address City, State Zip
Phone Number

Marketing Your Project or Event

If you’re stuck on how to market Invest An Acre or your event, follow this link to gain more ideas about press releases, how to give an effective presentation, and newsletter designs.

Communications Notebook
http://www.communications.k-state.edu/doc/training/agtcommspring2012.pdf

Using Social Media Effectively

As you consider different forms of communication, it’s important to use social media to get the word out about your Invest An Acre activity or hunger awareness workshop. Within Facebook, you can create events, “Like” pages, and groups to help promote your cause. Which one should you use though? While the differences between the three are vast, they have a similar purpose. They all bring people together under one unified page, without creating a new website or sending paper invitations.

A Facebook event is similar to sending out paper invitations, but you do everything online and through Facebook. Creating an event is great if your event is going to happen once or twice. You can upload pictures, the time, date, and invite people to attend. You can also make the event open to the public or private depending on who your target audience. People who have decided to come to your event can even tag your event and post it to their news feed.

Facebook Event Tutorial
http://www.youtube.com/watch?v=FYAVXCmrvxA

Facebook groups are great for being able to send direct messages to the group you are working with. If you need to be in contact with many people about a project, a Facebook group is a great way to make sure everyone is in the loop. For example, you may have a group that is working on a community garden together and you will need to know who is bring what supplies.

Facebook Group Tutorial
http://www.youtube.com/watch?v=Xmuffq9X124

Pages on Facebook are a little more complicated than groups or events, but they are effective on getting word out about your cause or project. They act similar to a
Facebook account, but you “Like” the page, instead of becoming friends. You can post photos, videos, or links to your page and others can do the same on your wall.

Facebook Page Tutorial
http://www.youtube.com/watch?v=ZSS3A1UapnM

Tips on Using Social Media

• Have only one or two people assigned to post updates or contact people. This will keep your message and content consistent.

• Post often! Three to four times a week is a good number to shoot for. Too little and people have no idea you exist. But if you post too often, people will ignore what you are posting.

• Make sure that what you are posting is relevant and helpful to those who visit your event, group, or page.

• Know that videos and photos on pages get re-posted more than anything else. If you want to spread a vibrant message use images.

Using the Revolution of Responsibility Tools

This is a link on how to use the Revolution of Responsibility tools to help promote and make your project a success. These are provided by National 4-H Council.
http://www.4-h.org/about/revolution/share-story/