

#GIVINGTUESDAY™

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#GI ING TUESDAY



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BLACK FRIDAY



CYBER MONDAY

SALE!!

SHOP 'TIL YOUR MOUSE BREAKS!

BLACK FRIDAY. CYBER MONDAY.

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DECEMBER 2, 2014

Pitching to the Local Press

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#GivingTuesday is Global AND Local

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**The Best Time to Reach out to
Media is NOW**

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The Media is your Partner

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**Ask your Community for their
Best #GivingTuesday Stories**

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‘Tis the Season

Be Aware of Other Stories in the News

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Your Pitch is Your Story

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**Ask your Local Friends in Media
How You can be Helpful**

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**YOU are the Best Part of the
#GivingTuesday Story**

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LOCAL > GLOBAL
#givingtuesdayclosetohome

October 2014

Why Am I Talking About Hyperlocal Giving?

- Trendspotter obsessed with hyperlocal
- CEO of PR agency associated with #GivingTuesday since it was just a good idea
- Intimately involved with a variety of organizations that are part of #GivingTuesday: national (Bob Woodruff Foundation, Venture for America), local (University of Arizona James Rogers College of Law, Tucson Values Teachers) and corporate (Cabot Creamery, Fox Restaurant Concepts, JCPenney, PepsiCo)
- My family does its annual gift giving on #GivingTuesday

Action Step: Ask yourself what is the one reason you are here. At the end of this webinar, let us know if we helped you on your #GivingTuesday journey.

What We'll Cover

- Home Is Where the Heart Is
- Givers Are Happier than Non-Givers
- Make Sharing News About Giving the Same Kind of Emo Candy
- It's a Big American Giving Marketplace
- The Competitive Giving Environment
- Hyperlocal: A Buzzword and a Winning Strategy
- Hyperlocal Media and Citizen Journalism
- Hometown News Activates Donors and Fuels Giving
- Time Does Matter (and Why Branded Giving Sites Make a Difference)
- Create Your Own Map of Influencers
- How to Socialize Your Hyperlocal Influencers
- How to Transform a Big City into Hundreds of Hyperlocal Communities
- Sample Media Plan: Rogers College of Law

Home Is Where the Heart Is

Definition from TheFreeDictionary: *Prov.* People long to be at home.; Your home is whatever place you long to be. *I've had a lovely time visiting you, but home is where the heart is, and I think it's time I went back. If home is where the heart is, then my home is my parents' old house. I've never loved my own apartment the way I love their place.*

As the two largest beneficiaries of giving are religious organizations, mostly local, and education (again, the ultimate in local and intimate), let's assume that giving is about supporting the values we nurture at and in home.

Givers Are Happier Than Non-Givers

And happy people can help spread good giving news.

- People who give money to charity are 43 percent more likely than non-givers to say they are "very happy" about their lives. Volunteers are 42 percent more likely to be very happy than non-volunteers. (Source: Social Capital Community Benchmark Survey)
- People who give money are 34 percent less likely than non-givers to say they feel "so sad that nothing could cheer them up." They are also 68 percent less likely to feel "hopeless" and 24 percent less likely to say "everything is an effort." (Source: University of Michigan Panel Study of Income Dynamics)
- The happiness difference between givers and non-givers is not due to differences in personal characteristics, income or religion. Imagine two people identical in terms of income, faith, age, education, politics, gender and family circumstances, but one is a donor and volunteers and the other doesn't. The giver will be, on average, 11 percentage points more likely to be very happy than the non-giver. (Source: University of Michigan Panel Study of Income Dynamics)

Make Sharing News About Giving the Same Kind of Emo Candy

People get happy and have higher life satisfaction with many informal and nontraditional types of charity, like giving money to a homeless person on the street or giving directions to a stranger.

They can also get happy joining local causes by broadcasting, sharing and liking news of a fund-raising or volunteer opportunity.

Chicken, meet egg: It might not be that giving increases our happiness, but that our happiness increases the likelihood that we will give. Everyone prefers to give more when they are happy, and giving has a strong, positive causal impact on our happiness.

It's a Big American Giving Marketplace

Without charities and nonprofits, the U.S. would simply not be able to operate. Total giving to charitable organizations in 2013 was more than \$335 billion (about 2 percent of GDP).

- An increase of 4.4 percent from 2012 (fourth straight year that giving increased, but still not at the prerecession level of \$349.5 billion)
- The majority came from individuals—roughly \$240.6 billion (72 percent), up 4.2 percent from 2012
- Giving by bequest was \$27.73 billion (up 8.7 percent); foundations gave \$48.96 billion (up 5.7 percent); and corporations donated \$17.88 billion (down 1.9 percent)
- Corporate giving was just 5 percent of the total giving in '13 (primarily because of the slow growth in corporate pretax profits)
- Five types of charities (most of which feel personal) have reached or surpassed all-time high giving levels since the recession ended in 2009

The Competitive Giving Environment

- Education: Up 8.9 percent to \$52.1 billion; 16 percent of all donations go to education, behind religious groups (historically the largest beneficiary of charitable giving)
- Religious giving still led in 2013—the fifth year in a row it was down or flat
- Even with a small decrease in donations to religious organizations, it accounted for 31 percent of all giving (\$105.53 billion)

Much of these contributions can be attributed to people giving to their local place of worship.

Where the rest of the money went:

- Human services charities: up 2.2 percent, to \$41.51 billion
- Foundations: up 15.5 percent, to \$35.74 billion
- Health charities: up 6 percent, to \$31.86 billion
- Environmental focus: up 7.5 percent, to \$9.72 billion

International charities: giving slowed due to fewer overseas disasters

(Source: Giving USA 2014, the Annual Report on Philanthropy)

Hyperlocal: A Buzzword and a Winning Strategy

“Plans to build a supermarket on a field near your village, a burst water main at the end of your road, a new childcare initiative at your local school ... they may not be the most exciting things to read about, but they have a good chance of attracting your attention because, unlike a stock market crash, political scandal or natural disaster across the other side of the globe, they have a direct effect on you and your immediate surroundings.” (Source: “Buzzword,” Macmillan Free Dictionary)

Action Step: Identify the three to four most powerful hyperlocal news sources in your community and figure out how to chat each one up, to ensure that they share your passion for the cause, your giving program and a #GivingTuesday action plan.

“While newspapers have been decimated by the economics transforming today’s media industry, websites that report news and deliver other content at the neighborhood, or hyperlocal, level, are bursting with life, with many of them becoming sought-after targets by big media and big tech companies.” —**The Deal**

Hyperlocal Media and Citizen Journalism

Hyperlocal journalism focuses on a very specific, local area (like a suburb or group of streets). Unlike mainstream media, hyperlocal news covers topics of more restricted interest, such as street repairs or health inspection results for a nearby restaurant. Websites for such outlets are sometimes described as “place blogs” and can double as an information service, giving local shops and businesses a cheap and effective advertising platform.

They often employ a small number of professionals, relying mainly on content provided by readers (citizen journalists). With the increased use of digital media devices (cameras, mobile phones, handheld computers) and information-sharing (blog posts, social networking, etc.), more news is being reported by ordinary people on the scene than professional reporters.

Action Step: (First, food for thought: When is user-generated content citizen journalism?)
What is your strategy for generating content that hyperlocal websites can use? Do you know which citizens you can tap to maximize the number of legs of your stories?

Hometown News Activates Donors and Fuels Giving

Hyperlocal causes (think intimate)

+

Hyperlocal news (think relevant)

+

User-generated content (what have you created lately?)

+

Citizen journalism (friend a blogger)

=

Power of the local pitch

(and sometimes it's about U2Me, Mom2Mom, Parent2Parent, Neighbor2Neighbor ... the operative element is "2")

Action Step: Have you made a list of all your relevant universes? Where can you make an intimate "2"?

Time Does Matter (and Why Branded Giving Sites Make a Difference)

Network for Good's Online Giving Index (the tool that powers donations to the charities rated by Charity Navigator) released "The Online Giving Study," which examined \$987 million in online giving to more than 100,000 nonprofits through Network for Good from 2001 to 2013. Among the highlights:

- 30 percent of annual giving occurs in December (and 10 percent on the last three days of that month)
- Online giving, by dollars, on Dec. 31 is concentrated between 12 p.m. and 7 p.m.
- Branded giving pages account for 54 percent of online giving and raise six times more than generic giving pages
- Donations made on #GivingTuesday rose 73 percent from 2012

Action Step: What news do you plan to launch leading up to #GivingTuesday? And how have you been communicating with potential donors ahead of #GivingTuesday? Do you have a hyperlocal prime-time strategy?

Create Your Own Map of Influencers

Action Step: Identify the key influencers in your community. Who are the 100 who naturally lead to the creation of a 1,000-person movement?

- Start with 10 local organizations and list five leads from each to support your charitable ask
- Add five job titles in your hyperlocal neighborhood and plug in five of each, from fitness instructor to waiter to school administrator
- Add the five most connected people you know in the media world, five more in civic leadership, five in the world of local giving and five who will sign on because YOU are the one asking
- This list of 100 should become an email list—and, more important, should be your go-to organizational list

How to ‘Socialize’ Your Hyperlocal Influencers

- Develop an influencer list and distribute a “big mouth” email; follow up to make sure there’s buzz
- Electronically arm your influencers—those big mouths—with material they can read, share, post
- Line up a local media partner (best case: a newspaper with a corresponding digital presence; next-best case, but still fine: a well-respected citizen journalist who will commit to extended coverage)
- Make plans to amplify at each stage of this process: announcing your program, rolling out the details to sign up participants (leading up to #GivingTuesday and delivery day) and reporting on your success (with whom are your announcements and calls to action being shared?)
- Get lists as early as possible: socialized influencers now known as big mouths, traditional media, dignitaries, in-market social media mavens (be sure to keep separate lists so that you send the right ask to the right people)
- Know who gets each piece of coverage to amplify it

How to Transform a Big City into Hundreds of Hyperlocal Communities

- Let's start with the Big Apple. Sure, there is *The New York Times*, and the *Post* and *Daily News*, but New Yorkers live in Rockaway and Bensonhurst, Riverdale and the LES, Jackson Heights and Forest Hills—and each neighborhood has its own influencers, citizen journalists and even hyperlocal news outlets.
- The Boston area includes three states, plus in-town neighborhoods, from Charlestown, Newton, Natick and Marblehead to Framingham, Foxboro and Franklin.
- Oakland will be Oakland—also, with some luck, the morning shows in San Francisco (but we probably wouldn't land coverage in the papers in Palo Alto, Petaluma or San Jose, even if the *San Jose Mercury News* is a dream scenario for most clients/projects/programs).

On Our #GivingTuesday Agenda

Oakland, Calif.: Ruby Rocket's Co-CEO Stewart Owen and his wife, Rachelle (a teacher), donate thousands of their product to students in the Oakland public schools with a teachable moment: Each kid will have healthy eating with a coupon for a free box of these icy gluten-free, low-sugar treats. There's potential to partner with the mayor and/or head of schools with a healthy eating message on local morning TV (San Francisco is a major media market, so big local); we're also planning outreach to local media (to engage parents so that they grab the free coupons from the kids as they arrive home) and ad and marketing trades to focus on this act of generosity by Owen from his new endeavor, showing that there is life after an ad agency.

On Our #GivingTuesday Agenda

Central Florida: As part of Cabot Creamery’s launch of its Farmers’ Legacy Collection, the Gratitude Grille—a traveling kitchen developed by the 1,200 farm families who own Cabot to thank volunteers and community service-based organizations—has traveled around the country feeding volunteers. We’ve issued press releases in each local market to get crews, photographers and editors to attend the volunteer events and are now working through the 92nd Street Y and United Nations Foundation to identify #GivingTuesday activities in central Florida where the Grille can serve volunteers. As soon as we have settled on the location, we will activate community-based press with media pitches and photo opportunities, and we will invite not only volunteers but also dozens of community leaders and influencers to join Cabot for this simple lunch (grilled cheese, anyone?) to celebrate the day of giving. “Who says there is no free lunch?” will be a twist on the community spirit and importance of active volunteerism.

On Our #GivingTuesday Agenda

Tucson, Ariz.: For the University of Arizona James E. Rogers College of Law's first #GivingTuesday, it will launch a donation-matching fundraising drive for the Huerta Scholars Program, established in honor of Judge Lawrence Huerta, the first Native American to graduate from the College of Law ('53) and practice in Arizona. Its goal: Get 200 U of A Law alumni to donate the first billable hour of their day on #GivingTuesday to help fund law scholarships for Native Americans through this new program. Media outreach will be hyperlocal, focused on legal, statewide and Native American outlets.

Sample Media Plan: Rogers College of Law

Media pitches

- Google+ Hangouts will unite lawyers nationwide during the first hour of their day (8:30-9:30 a.m.) and provide talks on indigenous people and their struggles in higher education (pitch technology writers at outlets such as *Phoenix Business Journal*, *Arizona Business Gazette*)
- Profile pieces on young indigenous people who have struggled to overcome adversity and are poised to enter the field of law but lack the resources to do so (pitch local and national business writers, and native American outlets, such as *National Law Journal*, *Legal Times*, *Native American Times*, *Indian Country News*)
- Profile corporate matching programs of companies looking to get involved with indigenous people (pitch Native American outlets)
- Day-of interviews with executives and students at the university (pitch local Arizona TV outlets such as CBS 5 AZ, News 12 Phoenix)
- Op-ed on the program and Arizona's giving in general (pitch *The Arizona Republic* or *Arizona Daily Star*)

! THANK YOU

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