

When Global Markets Sink, How Do We Stay Afloat? Some Best Practices

The BIG question - How to get the word out about what you do in order to stay funded?

This talk is not about applying for this or that source of funding.

Rather, this talk is about the necessity of using the media to position your relationships with funders - both present and future.

Why? Because you have competition - locally and globally. There are a number of orgs. competing for the same funding as you are.

They are diversifying their funding plans, and so must you. They are positioning themselves to respond to an emergency - like a drop in funding - and so must you.

But to position yourself, you must never forget that...

A pearl of great price, locked in a box and not seen, is of little value.

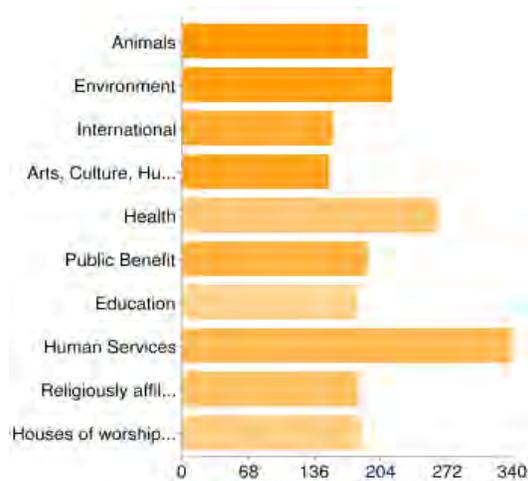
To survive and thrive as an organization you must make known **1)** Why you are, **2)** What you do, and **3)** Your impact.

You must make this known to your clients, the media and your donors.

How? Let's assume that the work you do has impact - that your programs produce results.

Then You Must:

1. **Angle** - You must spend time tracking regional and/or global trends in media and funding priorities. Charity Navigator - 2011



2. **Position** - You must spend time developing relationships with media figures, just as you do with donors, getting a sense of what it is they want and at what time they want it. Media is a time and story sensitive business.

3. **Hook** - You must relate a specific facet of what you are doing to media outlets and the audiences that they serve. This is how they will pick up your story and do much work for you.

Do not worry - this is a process, not an event!

Examples:

Charity Navigator, 2011:

In 2008 and 2009 - donations down 13%

In 2011 - Donations to Africa went up by 3.4%, most to famine relief in the Horn of Africa.

Why? Orgs from CARE to Save The Children had all developed relationships with the media and positioned themselves to hook a story.

One of the hooks? Al Shabaab.

NOT YOUR JOB to debate the nature of the "hook." Your job is to find it!

Think carefully about what is most **TABOO**

Climbing the Media Ladder or To Catch a Big Fish, First Catch a Little Fish.

The Frontline Faith Project:



2009 - Local paper

2009 (early) - National Catholic Press

2010 (December) - US National Media - Fox News

How was this done? The process is the same for media and donors: Speak to the **Head** and the **Heart**, emphasizing **Relationships** and **Impact**.

The Good News about PACANet - You are in the Relationship Business - Show That!

Some Examples:

PACANet

Catholic Relief Services

Christian Foundation for Children and Aging

In dealing with people...

Avoid Pity

Emphasizes Dignity

Avoid Hopelessness

Emphasize Human Potential - 33 million living with HIV? They must be doing something..!

So, **The BIGGER question is - What's next for PACANet?**

I think it is time that PACANet develop a Continental and International Media Strategy, One That:

- 1) Makes connections, contacts and develops media platforms available to member orgs.
- 2) Tracks media and donors trends and makes that information available to member orgs.

3) Uses the size and strength of the organization and its members to attract media attention and develop material for them.

Tells Its Own Story.