

12

IDEAS TO GENERATE PUBLICITY & INCREASE VOTES

PUBLICITY TOOL KIT



changemakers[®]



THANK YOU FOR ENTERING THE COMPETITION!

We know you want to generate a big turnout in support of your entry, so we are giving you this Publicity Tool Kit to help you in your promotion efforts. It outlines several ways you can maximize outreach to your network of partners, clients, and media – even if you have limited time or funds.

The tool kit will prepare you to engage with the media and potential funders. Use these ideas to share your story with the global online community and increase the support you get. This will also help you gain publicity for your innovation.

Remember, the more others hear about your work, the more they care about your work. Involvement by the online community is helpful because it increases awareness, so encourage all your constituents to read about your project and comment on your entry online.

WAYS TO INCREASE PUBLICITY

1

GENERATE LOCAL PRESS COVERAGE:

Create a press release about the newest developments of your work and of your participation and send to media in your community or country. Don't forget to include industry press and media contacts, along with business media contacts in your network. There is a sample press release for your use on the Changemakers Resources Group.

Step 1: Compile a complete media list for distribution (either electronically or as a hard copy)

- Magazines and other publications have too long of a lead-time for your time-sensitive press release, but local newspapers and wire services are good media contacts to tap.
- Also, consider affiliated NGOs, related organizations, government agencies, and other companies that may be interested in receiving this news. Most have internal newsletters.
- Remember to include radio broadcasters on your media list. Contact the program editors of talk or special interest programs.
- Get the name of a journalist, where possible, so that the release is more likely to be opened and reviewed.
- There are also many free wire service websites you can find on the internet.

Step 2: Send the release

- If sending electronically, it is best to include the title in the subject line so it will not be viewed as SPAM. The release can either be attached or embedded into the body of the email.
- If you are sending a hard copy, make sure that the envelope includes a "time sensitive release" date. Send first-class post.
- Attach the appropriate name, telephone, and email address for media to contact with any questions or requests. (For the hard copy, this can be placed on letterhead and stapled onto the back of the printed release. Add this information in the body of the email if distributing electronically.)

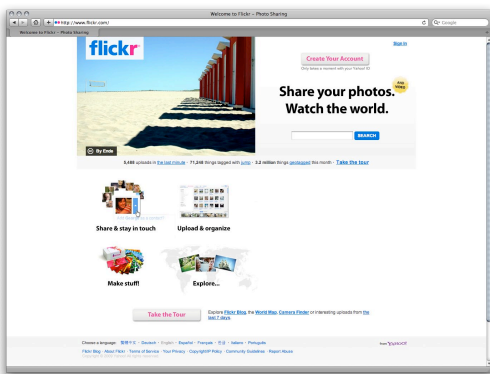
Step 3: Load the press release on your own website to make sure that anyone browsing your site will be able to find and download the information.



2

CREATE AN IMAGE GALLERY

Secure at least five high-quality photographs (in JPG format with minimum resolution of 300 dpi) that show your innovation in action as well as any key personnel. Upload directly to the Changemakers Flickr Group Pool in English (<http://www.flickr.com/groups/1226760@N22/>) or in Spanish (<http://www.flickr.com/groups/1170505@N25/>), your own website, and to your competition page on the Changemakers website for use by visiting journalists and potential voters.



Step 1: Save each of your images in JPG format on your computer. Name each photo so that users can differentiate your images from other entrants'. Make sure they maintain the high resolution (rather than converting to thumbnail), so that media can use the images in articles or blogs.

Step 2: In a separate Word document, create an information sheet to correspond with the images:

- Include any photo credits or rights permissions required for usage of the photograph. If there is no photo credit or if you are granting unlimited usage, then state that the image has "Unlimited Rights and Permissions."
- Create a caption for each image: a one-sentence description about the content of the photograph. Also make sure that you identify any people in the photograph.
- (You need to obtain written permission from them that you can use their image to promote your entry.)

Step 3: Upload the images and the usage document onto your website.

Step 4: Create a personal account on Flickr (www.flickr.com) and upload the images and the corresponding usage information. (Flickr is an online photo gallery where you can upload images for anyone to view. You can control download and usage by the criteria you select.) You have to sign up with a Yahoo! account (username and password) to access the site. It's easy to do, and instructions are right on the homepage.

- You can choose to upload either photos or videos (FYI: Videos are limited to 90 seconds in length and 150 MB in file size. If you have a longer or larger video, check out the options listed in Idea #3.)
- Make sure you tag as many relevant search categories and groups so people can easily find you. Suggested Keywords: Ashoka, Changemakers, competition, plus any special subjects that relate to your innovation.
- Add Ashoka's Changemakers as a contact. This will allow you to keep up to date with our photos and view the latest uploads on your contact or homepage.
- Go to the Ashoka's Changemakers profile (<http://www.flickr.com/photos/ashoka-changemakers/>) to view a list of our Groups. We have designated Changemakers groups in both English and Spanish. Once you locate the Changemakers group in your language, click to become a member.
- Add photos or video to the group using the button located at the top of the page next to the words 'Group Pool.'
- Copy the complete URL (the address for accessing the uploaded photos) and use as a link on your website for direct connection to the Flickr site or share with others in your network via email by clicking the 'share this' button on the right side of the page.



3

CREATE AND/OR UPLOAD A VIDEO

Tell and show your story visually to inspire viewers and potential voters. Use your entry to outline 10 reasons why you should win the competition.



Step 1: Write a script using the text outlined for the Changemakers community (see Idea #5).

Step 2: Ask a colleague to tape you demonstrating the results of your innovative work and the potential to expand or replicate your idea. For YouTube,

- High Definition is preferred
- Up to 2 GB in size
- Up to 10 minutes in length

Click on the YouTube “Best Video Formats” for information on getting started. Also check the “You Tube Handbook” for more information.

Step 3: Upload your video onto the Changemakers YouTube Channel: <http://www.youtube.com/user/ChangemakersNet>

- You will have to create an account to upload, if you do not already have one. You can either use a Google account (Gmail) to log in, or create a dedicated account via YouTube with user name and password.
- Click “Upload Video” to select and upload your video file.
- Add ChangemakersNet as a contact and subscribe to our channel to keep up to date with recent video uploads.
- View our profile and locate the Changemakers.com group. Become a member of the group and upload your video by selecting the “submit video” at the top of the page.
- Use the “AutoShare Option” to automatically post your uploads to Facebook, Twitter, and Google Reader.

NOTE:

If you want to upload a larger size high-definition video, or have supplemental (“B-Roll”) video to share, then consider joining VIMEO (www.vimeo.com) or setting up a dedicated FTP site so that media can access and download high-resolution videos that are of reproduction quality. Vimeo offers both a free “Basic” package and a “Plus” package. Invest in the “Plus” package if you have larger, high quality video files (up to 5GB) available for sharing.





4

USE BLOGS TO SHARE YOUR STORY



Identify five blogs on which you can be featured to tell why your company is making a difference, and how you would use the competition prize to further your mission. Get in touch with these bloggers who want inspiring content for their blogs. You can also start your own blog on free blog hosting sites such as Blogger, WordPress, or Tumblr. It's easy to sign up and full of tutorials to help you start your own blog.

TIPS FOR CREATING A COMPELLING STORY

- Make it personal and attention-grabbing by focusing on how you are making a real difference for a particular audience or resource.
- Tell the story from your personal perspective. Write in first person rather than third person.
- Make it conversational. Don't use jargon or language that the general public won't understand.
- Focus on the aspects of your innovation that are truly unique and different. Describe what sets you apart from other programs and how this is a good model to replicate around the world.
- Give people a call to action: "Check out my entry and vote for me!"
- Include your contact name, telephone, and email address at the end for readers to contact you with questions or for additional information. Also include the link to your photos (or video), if available.

5

DRAFT A FIVE-SENTENCE PARAGRAPH THAT TELLS YOUR STORY IN A COMPELLING WAY.

Step 1: Review the short description that you provided in your entry's "Project Overview." Does it tell your story in a compelling and distinctive way?

Step 2: Edit the information into five sentences.

Here's a suggested format for writing your story:

- Tell WHY you are implementing this idea (i.e., what issue, challenge, need are you addressing?).
- Tell WHO benefits from your innovation.
- Tell HOW visitors are part of this solution.
- Tell WHERE you are working (i.e., location, description of place).
- Tell WHAT you hope to accomplish with your innovation, your long-term goals, and how being named a winner (and receiving the competition prize) will help you reach this goal.

Step 3: Send the information to your top 5 bloggers for distribution to their readership.

Step 4: Use this text on your website as the intro link to the competition site, or as the descriptive paragraph for all press releases and informational documents.



6

SHARE YOUR EXPERTISE WITH THE CHANGEMAKERS COMMUNITY

Tip

Mention that you are an entrant, and share how winning will help your cause or innovation. (Encourage people to check out your work and to comment by including the link to your entry.)

Use the Changemakers competition page as a discussion platform about issues that are important to you. Posting comments and demonstrating your experience will educate potential voters about your entry.

Step 1: Join the Changemakers discussion by logging in with your Changemakers account.

Step 2: Add your expert voice to the discussion. Click on the “Discussions” tab and then “Post New Forum Topic” to start the conversation. Or choose a thread that you want to continue, click on the thread title then click on the “Add a Comment” button in the “Take Action” box. Share your success story or pose your own question.

7

PRODUCE AN ONLINE PRESS KIT

Tip

Have each story idea focus on different themes or aspects of your innovation to give the media a unique connection with their audience.

Create and post information on your website that journalists (and funders) can easily access and use.

Contents can include:

- a) Background information/history of your company.
- b) A list of five story ideas (no more than two sentences each) to spark media interest and provide a unique perspective for a feature article.
- c) A profile of your innovator along with a photo.
- d) A list and description of current products and services offered, where you work, and your key beneficiaries/customers.
- e) Five quotes, references, or testimonies from clients, constituents, or local stakeholders that have positively benefited from your innovation.
- f) List any other awards or accolades you’ve received.

Provide the information on a disk or electronic link to the media outlets that you want to reach. Or if you host a press conference, distribute them.



WAYS TO GENERATE ATTENTION

The ideas listed above are sure to help you bring additional attention to your participation, but the following suggestions encourage a much more prominent and focused “call to action.”



1

ADD A “CHANGEMAKER ENTRANT” BUTTON TO YOUR WEBSITE

Showcase your recognition by putting the Changemakers Competition banner or button on your own website with a link to bring people to the entry.

2

ASK FOR ENDORSEMENTS

Send out a personal email to your network, encouraging colleagues, friends, and family to check out your entry AND provide positive comments about your entry on the competition site.

3

EXPAND YOUR REACH

Ask your vendors, employees, colleagues, funders, local government, business partners, and clients to send out a “Support” request to their networks.

Step 1: Provide a short “appeal” paragraph that can be used as a template for customization. (Tip: use the text created in Idea #5.)

Step 2: Send out a personalized “Support my Entry” email with the link to the competition site for easy access.

4

CREATE A PROMPT ON YOUR SOCIAL NETWORK PAGES

Promote the deadline for voting on your Facebook, Flickr, or other network sites, with a link to your entry on the Changemakers website.

5

USE TWITTER TO ANNOUNCE YOUR ENTRY

Post a Tweet that you’ve entered, and encourage your followers to do the same. Signing up for a Twitter account is simple. Just go to www.twitter.com and sign up with a username and password. Twitter limits your announcements to 140 characters so keep it short and snappy! You can find friends by using your email websites and even use your mobile phone to share your updates. There’s an app for that. Take a look at the Social Media Guide in the Changemakers Support and Resources Group.

facebook

flickr™

twitter

Everyone a Changemaker **World**

Best of luck to you! And if you have found ways to help spread the word, please share it with the Changemakers Community. Thank you!

www.changemakers.com/en-us/ChangemakersSupportGroup.



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