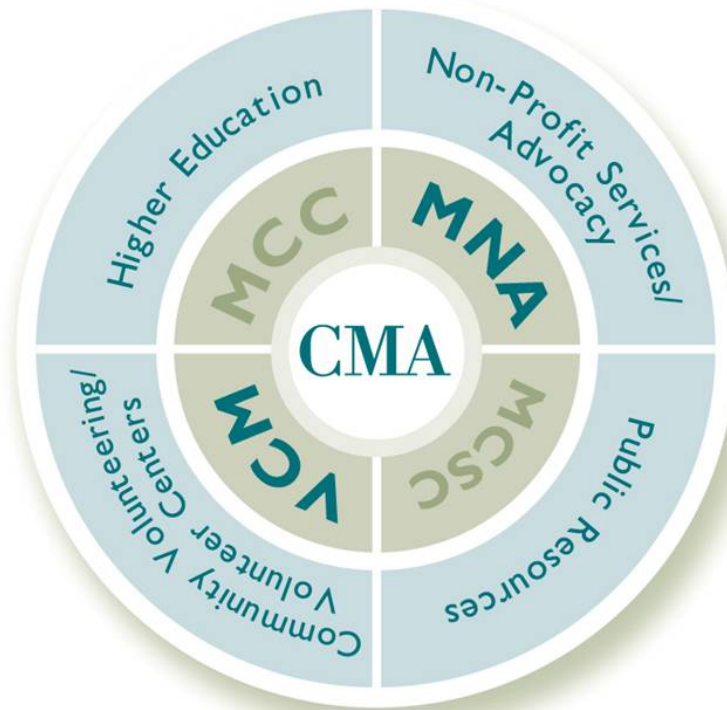


*Connect*Michigan

ALLIANCE

Media Relations Kit



Updated: May 2, 2007

Generously supported with funding
from the Ford Motor Company Fund



Ford Motor Company Fund



The purpose of this Media Relations Kit is to provide the ConnectMichigan Alliance partner organizations and members with templates and samples to utilize for a variety of communication purposes. The kit is based on the needs of the organization and its members and will be modified as those needs evolve.

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Press Release Template ***[Your Headline here]***

***[Second eye-catching headline
two-lines, centered]***

[Location of press release origination] – [One opening sentence that conveys the message.]

[Sentence explaining: day, time, and visuals- who will be there, how many, doing what]

[Sentence explaining who else is participating, maybe a sponsor or other non-profit entity, how many, and what they will be doing]

[Visually make this space completely uncluttered]

[What]: **Name of event**

[When]: **Day, date & time**

[Where]: **Name of location**
 Address
 Cross streets (make it very easy for news)

[Who]: **Who is generating and/or sponsoring the event**

Contact: **Person coordinating press, cell phone number only**

[The last couple of sentences will close the idea (for non-profit, usually something warm and inviting). You can also close with statistics on how your organization is making, or has made, a difference.]

Look!

Heart “Warming” Local Story!!

Detroit school kids learn how to "Easy Bake" from The Ford Volunteer Corps!

Detroit, MI -- Remember those Easy Bake Ovens you had so much fun with as a kid? Well, they're back and making a difference in the lives of many metro Detroit children.

On **Thursday, April 25 from 10am-11am**, more than 200 Detroit area school kids, ages 8-12, will learn how to bake and play during their after school program -- something many of them have never done before!

25 Ford Motor Company employees representing The Ford Volunteer Corps, will be on hand to help the children lick some batter, create confections and partake in a cake-decorating contest to win prizes.

No oven mitts necessary; just bring your camera!

What: Little Chef's Easy Bake-Off Event

When: Thursday, April 25, 2002, 10am-11am

**Where: Howe Elementary School in Detroit
1095 St. Hibbard
(Just 3 miles east of the Renaissance Center)**

Who: The event is sponsored by The Ford Volunteer Corps

Contact: Shawne Duperon, 248-444-7573

This bake-off was inspired by Ford Motor Company employee Pamela Smith. As a child, she never had the opportunity of Easy Bake fun and wanted area kids to get an experience of independence, fun and play with baking.

Her recipe for creating this heartwarming event includes: a scoop of determination, a sprinkle of generosity and a cup of passion for our children.

**“Request for Volunteers Letter”
TEMPLATE**

[Your Organization Name]
[Street Address]
[City, State, Zip Code]

Date

[Recipient Name]
[Title]
[Company Name]
[Street Address]
[City, State, Zip Code]

Dear {Recipient Name}:

[Provide overview of what your organization supports]

Would you like to make a difference? We need people like you to donate time, energy, and experience in a variety of areas, including [specify your needs]

Together, we will be able to help [insert target audience and discuss what you will be delivering]. Our volunteers continue to express their feelings of joy and inspiration as they reach out to [target audience]. They love the difference they are making.

Please call us today at [phone number] to find out more about how you can help or visit our web site at [URL].

Thank you, and we look forward to hearing from you!

Sincerely,

[Insert Your Name]
[Title if applicable]

**“Request for Volunteers Letter”
Sample**

**[Your Organization Name]
[Street Address]
[City, State, Zip Code]**

Date

**[Recipient Name]
[Title]
[Company Name]
[Street Address]
[City, State, Zip Code]**

Dear {Recipient Name}:

Needy families and individuals in our community go without proper nutrition, shelter, and essential medical care every day due to a variety of factors including low wages, job loss, injuries, illness, age, domestic violence, or divorce. While all of us are susceptible to hard times, children and the elderly are at the most risk, and they make up the largest number of clients we serve.

Would you like to help us make a difference? We need people like you to donate time, energy, and experience in a variety of areas, including food pickup and delivery, administration, home visits, individual transportation, and more.

Together, we will be able to help many of these families and individuals not only to meet essential daily needs, but to work toward a brighter future with programs in job training, education, counseling, elderly assistance, and temporary housing. Our volunteers continue to express their feelings of joy and inspiration as they are making a difference for others.

Please call us today at [phone number] to find out more about how you can help or visit our web site at [URL].

Thank you, and we look forward to hearing from you!

Sincerely,

[Insert Your Name]
[Title if applicable]

Volunteer Thank You Letter-Certificate
TEMPLATE

[Insert Your Logo]

[DATE]

[VOLUNTEER'S ADDRESS}

Dear [VOLUNTEER'S NAME],

On behalf of the [YOUR ORGANIZATION] Board Directors, I am pleased to present this certificate to you in recognition of your efforts on behalf of our organization. Thank you very much for your involvement with our organization, not only in the role of [VOLUNTEER POSITION, AND CONTRIBUTIONS DESCRIPTION], but also for your attendance at nearly all of our events!

I look forward to continuing our success together and helping you achieve your goals as a member of [YOUR ORGANIZATION].

Thank you again.

Sincerely,

[YOUR ORGANIZATION PRESIDENT'S NAME]
President

Enc.

**Volunteer Sign-Up
TEMPLATE**

[INSERT YOUR LOGO]

**Discover Your Hidden Talents!
Expand Your Leadership Skills!**

The [ORGANIZATION] has many opportunities for you to learn new skills, lead a project or work with talented professionals in our community. Just choose the committee that best fits your interest!

[CUSTOMIZE THIS LIST AS APPROPRIATE TO YOUR ORGANIZATION]

- | | |
|---|--|
| <ul style="list-style-type: none"><input type="checkbox"/> Regular Programs – help plan and implement top-notch programs<input type="checkbox"/> Special Events – [ORGANIZATION EVENTS]<input type="checkbox"/> Member Recruitment – develop and implement programs to bring new members to your organization<input type="checkbox"/> Member Retention – develop and execute plans to keep members as part of our dynamic organization<input type="checkbox"/> Community Service Projects – [ORGANIZATION PROJECT(S)]<input type="checkbox"/> Collegiate Relations – make the connection between professional members and the next generation of volunteers<input type="checkbox"/> Operations, Hospitality or Meeting Planning- work on the logistics of meetings and special events<input type="checkbox"/> Sponsorships – find and work with the local businesses who benefit from [ORGANIZATION] connections | <ul style="list-style-type: none"><input type="checkbox"/> Job Bank – help [ORGANIZATION] members make their next career move<input type="checkbox"/> Publicity – help create the [ORGANIZATION] buzz<input type="checkbox"/> Research – evaluate and monitor organization deliverables to members<input type="checkbox"/> Communications – be a part of the message!<ul style="list-style-type: none"><input type="radio"/> Web site<input type="radio"/> Print Newsletter<input type="radio"/> E-Newsletter<input type="radio"/> Direct Mail<input type="radio"/> Membership Directory<input type="radio"/> Other _____<input type="checkbox"/> Got a Great Idea for a speaker, topic or event? Let us know! _____

_____ |
|---|--|

Name _____

Phone _____ Email _____

Simply complete this form, and hand it to a [ORGANIZATION] board member or volunteer. Need more information about these volunteer opportunities? Call or email [ORGANIZATION CONTACT PHONE/EMAIL].

**Board Member Acknowledgement Letter to Their Employer
TEMPLATE**

[INSET LOGO]

Dear [Name]:

As the President of the [ORGANIZATION], I would like to take a moment to thank you for providing [BOARD MEMBER'S NAME] with the time and resources necessary to become a vital part of our organization. The contributions [BOARD MEMBER'S NAME] has already made to our team are invaluable.

The [ORGANIZATION], consists of [LOCATIONS] across [GEOGRAPHIC LOCATION], all working together to build, improve and promote the value of [INSERT YOUR ORGANIZATIONS PURPOSE]. In [CITY'S NAME], our organization has also made notable strides. [LIST ACCOMPLISHMENTS, GOALS AND/OR ACHIEVEMENTS] By allowing [BOARD MEMBER'S NAME] to serve on our board of directors, [he/she] and your organization, will be tied to our success as well.

If you have any questions about our organization or about [BOARD MEMBER'S NAME]'s involvement, please don't hesitate to contact me. We're proud to have [COMPANY NAME] on our team. Leading employers such as you make our accomplishments possible. Thank you for your contribution in the (ORGANIZATION)!

Enthusiastically,

[Name], President
[YOUR ORGANIZATION]
[Telephone Number, Email Address]

Sponsorship Letter
[INSERT LOGO]

[DATE]

[SPONSOR'S ADDRESS}

Dear [POTENTIAL SPONSOR NAME],

Without a doubt, the best way to reach [YOUR ORGANIZATION] business and government leaders is through the local division of [YOUR ORGANIZATION]. If your company needs to reach business and government leaders to survive, you really can't afford NOT to support and be associated with [YOUR ORGANIZATION]. We offer numerous sponsorship opportunities and involvement levels to fit *your* company's goals. Why sponsor the [GEOGRAPHIC OR DIVISION] of [YOUR ORGANIZATION] Check out our stats.

About [GEOGRAPHIC OR DIVISION NAME] of [YOUR ORGANIZATION]

[YOUR ORGANIZATION] serves over [ORGANIZATION SIZE] business and government leaders in the metropolitan [REGION/CITY NAME] area. We consistently rank among the strongest divisions in the country. [GEOGRAPHIC OR DIVISION] of [YOUR ORGANIZATION] was the recipient of [NAME AWARDS] award in [YEAR], one of the highest honors an organization can receive.

[GEOGRAPHIC OR DIVISION] of [YOUR ORGANIZATION] serves:

- [LIST TITLES OF BUSINESS LEADERS THAT YOUR MEMBERSHIP COMPRISES]

We have members from [INSERT INDUSTRY GROUPS] Our members represent such well-known entities as [LIST NOTABLE BUSINESS NAMES].

Gain Access to High-Level Decision Makers

Our demographics show that our members are seasoned professionals who have worked their way to upper management within their organizations. You will be reaching the exact people that make buying decisions within their companies.

- [SHARE STATISTIC FROM MEMBERSHIP DATABASASE]% have a Masters or Doctorate degree
- [SHARE STATISTIC]% have over 10 years of experience
- [SHARE STATISTIC]% have been business or government leaders for 6+ years
- [SHARE STATISTIC]% earn over \$75K per year
- [SHARE STATISTIC]% are over the age of 34

Reach Beyond Our Immediate Membership

[GEOGRAPHIC OR DIVISION] of [YOUR ORGANIZATION] attracts many non-members to our web site and events each year. In addition, [GEOGRAPHIC OR DIVISION] of [YOUR ORGANIZATION] often hosts joint programs with other local organizations, such as [NAME ORGANIZATION] Given this fact, your company's exposure would actually be well beyond the [GEOGRAPHIC OR DIVISION] of [YOUR ORGANIZATION] membership itself.

Start Today!

Don't wait any longer to get your message out. We've enclosed a list of our sponsor packages and one is certain to meet your needs. If you are interested in tailoring a package to more specifically meet your marketing strategy or budget, please call us at [TELEPHONE NUMBER] for more information.

Sincerely,

[GEOGRAPHIC OR DIVISION] of [YOUR ORGANIZATION]
President

Enc.

Sponsorship Classifications

[YOUR ORGANIZATION] SPONSORSHIP PACKAGES [Year]

	Platinum \$5,000 (equivalent to value of \$6,200)	Gold \$3,000 (equivalent value of \$4,035)	Bronze \$1,500 (equivalent value of \$1,900)	Crystal \$1,000 (equivalent value of \$1,425)	Event \$750 (equivalent value of \$950)
Print Opportunities					
Ad in print newsletter	1/2 pg. Full color in 2 issues	1/4 pg. B/w in 2 issues	1/4 pg. B/w in 2 issues	1/4 pg. B/w in 1 issue	1/4 pg. B/w in 1 issue
Sponsorship Mention in print newsletter	4 issues	4 issues	4 issues	4 issues	1 issue
Membership Mailing List Rental	2 times	1 time	1 time	1 time	1 time
Name / logo on Postcards Promoting Speaker Series Event	4 Postcards	3 Postcards	2 Postcards	1 Postcard	1 Postcard
Event Opportunities					
Display Table at Speaker Series Event	4 events	3 events	2 events	1 event	1 event
Ticket(s) to Speaker Series Event	2 tickets to 4 events	2 tickets to 4 events	1 ticket to 4 events	4 tickets to 1 event	2 tickets to 1 event
Speaker Introduction Opportunity	1 event	N/A	N/A	N/A	N/A
Sponsor Recognition from the Podium	All events	All events	N/A	N/A	1 event
Attendee Mailing List	4 events	3 events	2 events	1 event	1 event
Web Opportunities					
Banner Ad on Chapter Web Site [website address]	12 months	6 months	3 months	N/A	N/A
Name & Link on Chapter Web Site's Sponsor Page	12 months	12 months	12 months	6 months	2 months
Text Ad in E-Notes monthly e-Newsletter	2 issues	N/A	N/A	N/A	1 issue
Name & Link in E-Notes monthly e-Newsletter	N/A	12 months	6 months	3 months	N/A
Job Posting in [Newsletter]	Up to 12 months	Up to 12 months	Up to 12 months	Up to 12 months	N/A

[Provide contact information for person that leads the sponsorship efforts within your organization]

Sponsor Thank You Sample

[INSERT LOGO]

[Your Organization Name]
[Street Address]
[City, State, Zip Code]

DATE

[Recipient's Name]
[Title]
[Street Address]
[City, State, Zip Code]

Dear [Contact Person]

Thank you so much for your sponsorship of [INSERT DOLLAR AMOUNT] to [YOUR ORGANIZATION NAME]

As you know, needy families and individuals in our community go without nutrition, shelter and essential medical care every day due to a variety of factors including low wages, job loss, injuries, illness, age, domestic violence, or divorce. While all of us are susceptible to hard times, children and the elderly are at the most risk, and they make up the largest number of clients we serve.

With the generous support of people like you, we will be able to help many of these families and individuals not only to meet essential daily needs, but to work toward a brighter future with programs in job training, education, counseling, elderly assistance, and temporary housing.

For more information on how your contribution is helping to make a difference in the lives of so many in our community, we invite you to visit our Web Site at [URL]. You can also find information about our upcoming events and volunteer opportunities.

Thank you again, and we look forward to your continued support.

Sincerely,

[Your signature]
[Title]

In-Kind Sponsorship Solicitation
Sample

[INSERT LOGO]

[Your Organization Name]
[Street Address]
[City, State, Zip Code]

DATE

[Recipient's Name]
[Title]
[Street Address]
[City, State, Zip Code]

Dear [Contact Person]

The Children Adventure's Organization is a social service agency in this county serving the needs of families at risk. We recently purchased a building but it needs major repairs and renovations to comply with city building codes. The counseling office also needs office furniture and equipment, especially a photocopier.

Your company can help us by providing funds in the form of a grant or by donating goods and services. A copy of our tax-exempt certificate is attached.

Thank you in advance for your support.

Sincerely,

[Your signature]
[Title]

Organization At-a-Glance

[INSERT LOGO]

[INSERT ORGANIZATION] AT A GLANCE

[Organization Name]

[Organization] Size:

[Organization] Level:

“At A Glance” is a convenient way for individuals to communicate with your organization. Simply identify, list and provide overview for each segments within your organization. Include clear instructions and means to communicate with each. you.

[INSERT “SERVICE” FUNCTION]

Some organizations may have several service segments to promote. Use “At A Glance” to identify and provide an overview for each “service” segment below. (Ex. Council Group, Representative for Council Group, Volunteer Division, Communication Outreach Division, etc.)

[INSERT “SERVICE” FUNCTION NAME WITH REPRESENTATIVE]:

[Name]

[Job Title]

[Company]

[Address]

[City, State, Zip Code]

[Phone]

[Fax]

[Email]

Heading: [Key Contacts at Headquarters]

[INSERT CERTIFICATION/TRAINING PROGRAMS]

Some organizations may have certification or training programs-utilize this section to highlight them.

[INSERT COMMUNICATION INITIATIVES]

Some organizations may have multiple ways they reach their customers such as a listserv, newsletter, website, etc. Utilize this section to highlight and provide specific instructions on the ways an individual can communicate with your organization.

[INSERT GENERAL INFORMATION]

Includes mailing address for your organization’s main office the President’s contact information.