

## Community-based Public Relations

- Sponsor free LEAVE A LEGACY workshops for the public. Invite the media. They might not send a reporter to cover it, but they might send a photographer to capture images of local people. If there's no reporter or photographer in attendance, write a news release that summarizes your event and send it to the media. It's an on-going effort. You're building and maintaining a relationship with your local media. Stay on their radar screen.
- If you're in an area with a business publication, talk to the editor about a LEAVE A LEGACY supplement. Point out all of the inspiring examples of local people who are making a difference. Those people can be profiled in the supplement. The supplement might also contain definitions – what's a charitable gift annuity? Be sure to include examples of local legacies in action, examples of how to get started and more. Ideally, because of the relationship you have established with the business publication, a supplement will be published annually.
- Do you live in an area with a local cable TV access channel? If so, contact the station and tell them about how you can provide them with a story or stories about local people making a difference. Strive to get regular coverage.
- Ask the people who are making a difference in your community to speak before service clubs, such as Lions or Kiwanis, or before a high school group or a college group. Invite the media. You want the media to hear these people tell others how they are making a difference. Ask the people who are making a difference in your community if they would talk about their LEAVE A LEGACY plans during an interview with the local radio station. Many radio stations provide some type of public affairs programming. Contact the host of that public affairs show. The same can be done with a TV station as many provide public affairs programming.
- Talk to the manager of your local grocery store. Ask if employees would stuff LEAVE A LEGACY brochures into grocery bags as they sack up groceries for customers. Or talk to your grocer about printing a LEAVE A LEGACY message on a supply of grocery bags. Customers are likely to see your message while carrying out their bags and/or once they arrive home and unload their groceries.
- Ask your local editor about having space on the opinion page on a regular basis. If you can provide an informative and thoughtful piece every month, ask for a monthly spot. It's a free way of getting the word out about LEAVE A LEGACY.