



Tips for a Successful Relay Marketing Strategy

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Marketing vs. Public Relations

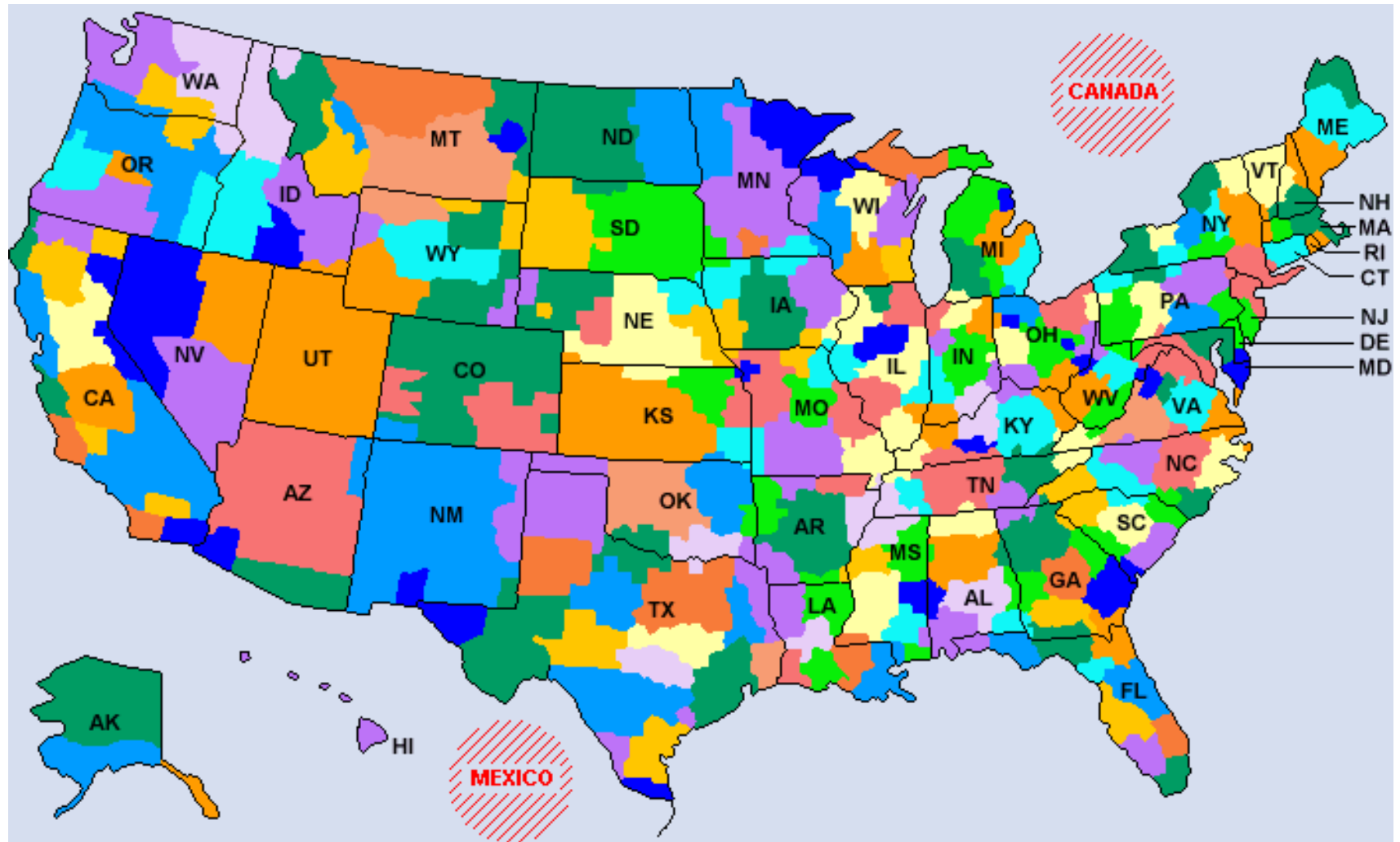
- Marketing consists of paid or donated advertising such as TV commercials, radio spots, newspapers ads, billboards, etc.
- Public Relations is local news.
- You can't purchase news.



Media Partners



What Is A Media Market?



Today's Media Mix

Who Are Our Partners?



craigslist



twitter



One Market
Media Outlets
+ Relay For Life Events
One Ask



Promotional Timeline

- January – March
Team Recruitment
- March – Event Date
Survivor Recruitment
- 2 weeks prior to your event
Community Invitation



What Do You Ask For?

- Promotional Advertising
- Web Banner Ads
- Email Newsletters
- News Bumps (News & Weather)
- Public Affairs Interviews
- Master of Ceremonies
- Relay For Life Team



What Do You Offer?

- Opportunity to align themselves in a personal and powerful way with the fight against cancer
- T-Shirts – How Many?
- Brochures, Websites, Banners...
- Onsite Media Tent (front & center)
- Event Recognition
- Post Event Recognition (say Thank You!)

Public Relations





What Is News?

- News is change
- News is change as seen by an outsider
- News is change that is interesting and compelling
- News is what's important to the reader, viewer or listener
- We've got news!



What Makes A Good Campaign?

- **Position the Society** as the leader in the fight against cancer
- **Make it personal:** Highlight real people to show our grassroots position of strength
- **Reinforce the brand** to our overall local mission efforts (programs and services)



Why Tell Our Stories?

- The marketplace is more crowded and competitive than ever
- We have to tell our stories to be more visible and reach more people
- Awareness helps recruit volunteers, raise money, educate about cancer
- News stories help validate supporters' time and effort on our behalf – they feel good when they see their events in the media and want to do more



News Tools

- Fact sheets and FAQs
- Press releases (including templates)
- Fundraising suggested messages
- Reports, letters to the editor, op-eds, etc.
- Photographs
- Interviews



What Is Social Media?

“Social media is, at its most basic sense, a shift in how people discover, read, and share news and information and content. It's a fusion of sociology and technology, transforming monologue (one to many) into dialog (many to many.)”

Brian Solis, author of *The Future of Communications: A manifesto for integrating social media into marketing*

Simply put, it's about people talking, engaging, communicating locally but with the power to affect globally



What Do You Mean By Social Media?

- **Blogs**
 - Personal
- **Microblogs**
 - Twitter
- **Video**
 - Google
 - YouTube
- **Social Networks**
 - MySpace
 - Facebook
 - Craigslist
- **Wikis**
 - Wikipedia
- **Photo**
 - Flickr
 - Photobucket
- **Virtual Reality**
 - Second Life
- **Social/News Bookmarks**
 - Digg
 - Reddit
 - Del.icio.us



What You Can Do?

- Identify key local media and get to know them
- Look and listen for stories at Relay and in your community
- Get a few facts about local stories
- Recruit a Public Relations volunteer
- Start a PR Council for your market
- Announce new programs and milestones



Relay For Life Story Ideas

- Top fundraising Relay team
- Compelling survivor story
- Corporate supporter going over and beyond to support Relay or other program
- Interesting and innovative fundraising ideas for stories or photos
- New program in your community or recruiting for volunteers for program (such as Road to Recovery or Reach to Recovery)

Resources at your fingertips



Cancer.org



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ABOUT THE AMERICAN CANCER SOCIETY

Saving lives by helping people stay well, get well, find cures, & fight back

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Welcome to American Cancer Society Press Room

[Press Releases](#)

Here you will find American Cancer Society press release archives, searchable by topic & date.

[Media Relations Contacts](#)

For fastest service, you can locate the media relations representative in your area by clicking here.

[Access to Embargoed Password-Protected Site](#)

This is a password-protected site for members of the news media who are granted access to embargoed media materials.

[Executive Biographies](#)

Browse biographies and photos of senior American Cancer Society executives.

[Press Kit](#)

Contact the Media Relations Specialist for press kit information which includes basic information for media interested in the latest information about the American Cancer Society, including its history, and research milestones.

[Dr. Len's Cancer Blog](#)

Authored by J. Leonard (Len) Lichtenfeld, MD, the Society's deputy chief medical officer, this blog covers breaking cancer news and provides commentary on new research, scientific developments, and other cancer breakthroughs.

[About the Organization](#)

Learn more about ACS, and the work we do every day to save lives and create a world with less cancer and more birthdays.

[Powerful Choices](#)

View the American Cancer Society Powerful Choices podcast series, for the information you need to make smart choices to improve your health and help reduce your cancer risk.

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Relay For Life Materials

Get the word out! Dramatically increase our visibility through traditional, state of the art (social media) and grassroots marketing efforts in every community.

- ★ All events should have a community specific marketing and blitz plan.
- ★ All events should maximize the American Cancer Society's value proposition and birthdays campaign to communicate the Society's accomplishments and return on investment.

Below you'll find a refreshed Marketing & Communications Toolkit for 2010 that includes everything you'll need to develop and implement a successful community-based marketing plan that will help you get the word out about Relay in your community.

Getting Started

- ★ [Relay For Life Marketing and Publicity Chairperson Job Description](#)
- ★ [Relay For Life Community-Based Marketing Planning Guide](#)
- ★ [American Cancer Society Value Proposition Proof Points](#)
- ★ [Questions for a Successful Marketing Plan](#)
- ★ [Tips for Working with the Media](#)
- ★ [Media Partnership Proposal](#)
- ★ [Relay For Life Branding Guidelines for Print](#)
- ★ [Relay For Life Event Branding Checklist](#)

[Online Communications and Social Media](#)

Updates

Sign up to receive breaking news as well as receive other site updates!



GO

Resources

- ★ [Breast Cancer Facts & Figures, 2009-2010](#)
- ★ [Cancer Facts & Figures for African Americans, 2009-2010](#)
- ★ [Cancer Facts & Figures for Hispanics/Latinos, 2009-2011](#)
- ★ [Cancer Facts & Figures, 2010](#)
- ★ [Cancer Prevention & Early Detection Facts & Figures](#)
- ★ [Colorectal Cancer Facts & Figures, 2008-2010](#)

ACS: Behind the Science -- Mamm..



Thank you.

