

## White Paper 004

# Gain Business By Helping Others

I recently visited a business and noticed two posters depicting events that could have been articles in our newspapers. The posters informed me about two fundraisers in which the business was involved, one for breast cancer awareness and one for domestic abuse awareness. The owner of the company is a shrewd marketer whom I know fairly well. I wondered why she neglected to send us press releases on the two events. When I asked her, she answered, "I didn't think about it."

Many business owners overlook the power of their local newspaper for marketing charitable events they are involved in. We get several calls and press releases a month attempting to place an article in our papers about a new store or service. While it would make us very happy to support every store and company that opens in our areas, we have limited space in our papers. We inform these businesses that the only sure way to get their name in the paper is through advertising, but the next best way is to do something charitable for the community. Organizing charitable events or participating in a charitable event by donating space, effort or prizes is a better way to get your company noticed by your local papers. It is also a great way to build goodwill, bring people to your location and show the community that you care about the people in the area.

If your company is planning to donate something substantial to a charitable event (a spa package, space in your restaurant for a dinner to raise money for a school, people power, etc) there are several steps you can take to increase your chances of getting your story published.

- Contact your paper to find out the editorial deadline. Give the editor a heads up that you will be sending a press release about the event. If the editor likes the story he or she may even assign a writer to the event. Depending on the paper's publishing schedule, you may have to submit your press release up to a month in advance of the publishing date.
- Ask the editor how many words he or she wants.
- Ask the editor for specifications on artwork.
- Gather pictures of the people participating, logos for the cause or any artwork you might want to see in the article.
- Write the article about the event. You can mention your company's name and the company's contribution, but if the article sounds like a big ad it will probably get rewritten or discarded.
- Write the article with plenty of time to edit.
- Edit, Edit, Edit. Send the article and any artwork by e-mail (or any way the editor wishes)
- Meet the deadline.



### **Gain Business By Helping Others White Paper 004 Continued**

The occasional free article will not replace your advertising, but it will build good will, draw people to your business and generally help boost brand awareness. Remember, editorial space in papers is paid for by the advertising the paper sells so advertise in the papers you know are read by your customers. This will help to make room for your goodwill articles when you have an event you want to promote.

To submit an article to The Groves Report, The View or The North Gilbert Breeze, please contact our Editor, Denise Cummings, at 480-654-4460 or by e-mail at [Editor@nearbynews.com](mailto:Editor@nearbynews.com)

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