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## PR MUST-HAVES FOR NONPROFITS

Presented by Filomena Fanelli, CEO/Founder  
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February 4, 2026

**What is public relations?** A strategic communication process that builds mutually beneficial relationships between organizations and their publics.

**How can you attract business and enhance credibility?**

Use public relations tools to your advantage.

### Press Releases

#### DOs

- **Contact Information**
  - Include name, company, phone number and email.
- **Who, What, When, Where and Why**
  - Answer these questions in the first paragraph.
- **Quote**
  - Add commentary from a company executive/owner or a third party.
- **Boilerplate**
  - A quick "about the company".
  - Include website and socials.
- **A photo or video.**
  - Include this whenever possible to increase the odds of media use - it saves busy editors and reporters from doing extra work!

#### DONTs

- **Ad Copy**
- **Fluff**
  - A press release should read like news.
- **Opinions**
  - These should only be included in the quote.
- **Attachments**
  - Link to photos or videos (using Dropbox or Google Drive) when possible.
  - Never attach a PDF of your news.

## Press Release Template

**LOGO**

### NEWS RELEASE

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**For More Information, Contact:**

Name  
Company  
Phone  
Email

### TITLE

**CITY, STATE, DATE** - Intro Paragraph. Include Who, What, When, Where and Why. For convenience, link your company's website the first time that it is mentioned. If you plan to abbreviate your company's name, make it clear:  
Impact PR & Communications (IPR&C).

Quote

Additional Information, Background, etc.

Boilerplate

Ex: *About Impact PR & Communications*

Impact PR & Communications, Ltd. is an award-winning, strategic public relations and marketing firm based in Poughkeepsie, New York. Founded in 2014, the company offers media relations, copywriting, cause-related marketing, social media support and speaker's bureau services to a variety of clients in the Hudson Valley and throughout the New York metropolitan area. For more information on Impact, visit [www.prwithimpact.com](http://www.prwithimpact.com), call (845) 462-4979 or follow the firm on LinkedIn, Twitter or Facebook.

**###**

*Editor's Note: A courtesy photo of X is linked here.*

## Items to Have at the Ready:

- A professional, high-resolution headshot (no selfies!).
- A well-written personal or company bio.

## Ways to Act Strategically:

- Define who your target audience is and what message you intend to share with them.
- Research your target, similar organizations and similar PR campaigns before you begin a new project.

## Additional Tools to Consider:

- Guest Columns, Bylines and Thought-Leadership Articles
- Photos with Captions
- Letters to the Editor
- Online Event Calendars
- Speaking Engagements
- Proactive, Trend-Based Pitches

## Get to Know Your Media Outlets:

- Read, watch and listen.
- Research via web or social media.
- Hone in on the reporter's coverage area first. Ensure that you are sending your news to the correct person.
- Consider the lead time by doing your homework and looking at the publication's editorial calendar, if applicable.

## Best Practices for Contacting Media:

- Be responsive.
- Be honest and knowledgeable.
- Be prepared.
- Say thank you.
- Follow up, if appropriate, but only once and then move on.



## How to Make the Most of Coverage:

- Be informative and helpful, but don't brag!
- Share your news and updates via social media, your blog, your website, in newsletters and with your employees or customers.

**If you don't tell your story, someone else will!**

## Recommended Reading:

The Little Book of Big PR: 100+ Quick Tips to Get Your Small Business Noticed - Jennefer Witter

The Associated Press Stylebook and Briefing on Media Law - AP Editors

My Grammar and I or Should That Be Me? - Caroline Taggart / J.A. Wines

How to Be Your Own Best Editor - Barry Tarshis

30 Things You Should Know About Media Relations: A Communications Survival Guide for Small Businesses, Non-Profits and Community Groups – Tim Herrera

Practical Marketing and Public Relations for the Small Business - Moi Ali

Promotion and Public Relations: The Dynamic Manager's Handbook of Alternative Ways to Build Your Business - Dave Donelson

The New Rules of Marketing and PR: How to Use Content Marketing, Social Media, AI, Live Video and Newsjacking to Reach Buyers Directly - David Meerman Scott

PR Today: The Authoritative Guide to Public Relations - Trevor Morris & Simon Goldsworthy

The Contagious Commandments: 10 Steps to Brand Bravery - Paul Kemp-Robertson and Chris Barth

## About the Presenters:

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## Capturing Picture Perfect Content

Tips & Tricks for Capturing the Right Photos for Your News Moments

You've heard the saying "a picture is worth a thousand words", and as important as our work crafting press materials is, you supplying us with a high-resolution, eye-catching image makes all the difference. Here's how to do just that:

### Ensure your brand's logo is prominently displayed.



**BONUS TIP 1:** When possible, capture horizontal and vertical versions of the same shot. If you have to choose one direction, go for horizontal.

### Stand front and center when capturing your money shot. Avoid photographing from an angle.





**BONUS TIP 4:** Ensure you have the consent of those photographed. Photo permissions can be distributed if there are minors involved or if it's unclear whether participants are aware that their image may be shared publicly.

**Secure the names and titles of those pictured from left to right,**



Pictured is The Community Partnership Foundation's board of directors. Standing, from left to right, are Trent Womble, Byron Putman, Jonathan Meeks and Tressa Watson. Sitting, from left to right, are Rodger Culbreath and Debbie Garrick.

**BONUS TIP 5:** Ask us to help you think outside of the box.



Announcing a big donation?  
Let's incorporate numbers.

Breaking ground on a new location?  
We can bring the studio to life.

