



Successful COMMUNICATIONs

How to get the best results

A tip sheet for the Toronto Chapter members of the Crohn's and Colitis Foundation of Canada

Photo opportunities

The old adage goes, opportunities lost are never regained. The same goes for photo-ops' or photo opportunities.

The photo opportunity should be seized whenever the chance arises. For example, the mayor has proclaimed November Crohn's and Colitis Awareness Month. What an excellent chance to raise awareness. What a great opportunity for a Chapter member to be seen receiving the proclamation from the mayor. Here's a wonderful opportunity to send out a media alert and release.

The mission of the CCFC is to *Find the Cure*, and the photo opportunity is another way to assist the organization in achieving its objectives. An event covered by the media can provide extensive coverage in print, radio, and television which could translate into increased awareness about Crohn's and ulcerative colitis.

Therefore, it is important that Chapter members seize that photo-op moment and make excellent use of it.

Media releases

Want to be taken seriously by the media?

- Hold those media releases until there is something important to say.
- Make sure there are easily read. At least 1.5 inches margins all around.
- The name and logo of the organization at the top, and the contact name at the bottom.
- Add 'more' if there is more than one page.
- Place your important information in the very first paragraph.
- Be brief, clear and concise.

PSAs

- Public service announcements don't cost a cent and vary in length from 10 to 60 seconds.
- Thirty seconds is the ideal length and it corresponds to most television commercials.
- Since PSA's are free, they should be sent out about four to six weeks in advance of an event.
- This gives the media some time to allocate placement, which gives your event a better chance at success.

Tips on great newsletter designs

- Lots of white space. It makes for easy reading.
- Select a typeface that is easy to read.
- Find one that you yourself find comfortable to read.
- Keep your fonts to a minimum.

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