



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Building Effective Public Relations within the hospital

**“Enabling Equitable Health Reforms”
Project**

Tirana, February 2013

AGENDA

- I. Public & Media Relations**
- II. Community Outreach**
- III. Events & Marketing**
- IV. Crisis Communications**
- V. Fundraising**

Module 1 Agenda

1. Public Relations
2. Public relations plan
3. Brief overview of examples 1 and 2
4. Success Measurement. PR Success Indicators



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Vox populi

Vox Dei



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

1. Public Relations

- **PR is a function of effective communication with a hospital audience which includes:**
 - ✓ Media;
 - ✓ Residents of the Region;
 - ✓ Personnel, doctors, hospital board members (if the hospital has a board);
 - ✓ Community leaders, government officials and other stakeholders in the work/services offered by the hospital.
- **It consists of strategies and methodologies that help communicate key messages:**
 - ✓ Addresses positive and negative occurrences/events that directly affect hospital work;
 - ✓ Develops advertising campaigns for programs/services as well as new personnel;
 - ✓ Creates a positive reputation and increases community awareness on its importance in improving hospital policies and services.



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Public Relations

Results of successful PR:

- ✓ Enhances hospital, personnel, programs and service visibility
- ✓ Positions the hospital as the leading authority for health services in the community or region
- ✓ Increases information and community awareness on all programs and/or services the hospital offers
- ✓ Enhances hospital image
- ✓ Assists in personnel recruiting and retention
- ✓ Supports efforts for new programs and services fundraising or assists in negotiations on taxes and/or budget allocation
- ✓ Acts as a key link when negative news on the hospital are spread
- ✓ Raises/improves personnel moral



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Public Relations

- **PR means:**
 - Personnel relationships
 - Community relationships
 - Governance relationships
 - Media relationships



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Public Relations

- **Strategies and tactics:**

- ✓ Hospital Advertising

- (Brand/services and new products)

- educate and increase awareness**

- ✓ brochures and printed materials

- (new/specialized services and products etc.)

- inform**



Public Relations

Differences between Marketing and PR:

- ✓ **Marketing advertises**
- ✓ **Marketing pays for and controls the message**
- ✓ **Marketing defines the time**
- ✓ **Marketing defines the place**
- ✓ **PR - relationship of the Hospital with the public**
- ✓ **PR ESTABLISHES relationships**
- ✓ **PR has less control on time**
- ✓ **PR has less control on the place**
- ✓ **PR is more reliable and efficient in the eyes of the public**



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Public Relations Plan :

Elements of a PR plan:

- 1. Goal**
- 2. Objectives**
- 3. Target Audience/Group**
- 4. Methods**
- 5. Budget**
- 6. Success measurement**



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Public Relations Plan:

Elements of PR plan :

1. Goal:

- ✓ The PR goal assists in running the strategies and methods you will use.
- ✓ The goal should clearly support the mission of the hospital. The Hospital Mission includes what the hospital wishes to achieve.
- ✓ The goal of PR should focus on what you want the public to think and know about your hospital.
- ✓ The goal of your PR plan is focused on two or three main goals which **can be achieved by improving communication with the key audience.**



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Public Relations Plan:

Elements of PR plan :

2. Objectives

Help to determine specific results of your Public Relations efforts

The objectives should be clear and summarized. They should also be set within a timeframe.



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Public Relations Plan:

Elements of a PR plan :

3. Target Audience/Group

Identify the groups of people that are important to inform or influence, and why:

- **Patients**: They pay for health services and generate income for the hospital.
- **Physicians**: They use hospital facilities to generate income for the hospital. They are in control of where patients go to receive different services: in the hospital or outside the community.
- **Media**: Media reflects/publishes positive and negative reports about the hospital, its personnel and the services it offers. They have a considerable influence on and access to all target audiences.
- Other audiences to be considered can include personnel, board members, community leaders, local government officials , local policy makers and service providers.



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Public Relations Plan:

Elements of a PR plan :

4. Methods

- Brochures/Collaterals
- Direct Mail
- Letters
- Postcards
- Special Mail
- Bulletins
- Public Service Announcements
- Press releases
- Press kit
- Press conferences
- Special events
- Commitment through speech
- Video
- Website



Public Relations Plan:

Elements of a PR plan :

5. Budget

The budget can be:

- **Predetermined, allocated from the general budget of the hospital**
- **Can include general provisions, open to methods that will be decided later on.**
- **May not exist.**

Regarding budgets you should remember:

- **Nothing is free. There are direct and indirect costs**
- **Do not underestimate time investment, opportunity cost**
 - **Offers**
 - **Opportunity assessment**
 - **Reserves for unexpected expenses**
- **Be careful in delegating responsibilities outside the hospital**

Public Relations Plan:

Elements of a PR plan :

5. Budget: PR Planning Examples:

EXAMPLE 1

EXAMPLE 2



Public Relations Plan:

Elements of a PR plan :

6. Success measurement:

The effectiveness of a PR program might be difficult to measure, but it is necessary to know the value of public relations to the hospital and programs or services that your hospital provides. When you use a series of methods related to Public Relations, three things should be taken into account:

- I. The results of Public Relation work are subjective.***
- II. Productivity and result are two different types of results expected from public relations***
 - a. Short – term, e.g. media coverage/advertising campaign or issuing a particular message for a specific target group.
 - b. Long – term in the target group/s that we address or aim to reach
- III. Be careful in comparing the effectiveness of public relations and advertising***



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Public Relations Plan:

Elements of a PR plan :

6. Success measurement:

Success indicators in Public Relations:

- Feedback
- Collages
- Studies
- Public Relations
- Registration and/or results from the program
- Agency Methods

Media Relations

You'll get the best results in your media relations efforts by being:

- Responsive
- Honest
- Helpful
- Organized and articulate

in good times and in bad.



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

When you're developing a story idea or responding to a media inquiry, make sure

- You understand the message you wish to communicate.
- Clearly articulate that message and why it is important.
- Get your message validated by a third party:
 - Suggest other people for the reporter to interview. Your story and message will be more credible if a third party is saying good things about the hospital or how you're handling a particular situation.

When you are dealing with a negative story, make sure to:

- Get enough information or explanation out the first time, so there is not a second and third story.
- Don't wait around and hope it will go away. If you know a reporter is going to get a story, call him/her ahead of time for a heads up, even if you know the story is not favorable.
- You'll score points with your local reporters if you're up front and honest.

Understanding Reporters' Objectives

- Reporters have a responsibility to cover the news and present multiple views.
- Reporters will dig for dirt.
- Reporters need to tell interesting, controversial and colorful stories.
- Reporters want the scoop.

What Makes a Good News Story

Any good news or feature story will have some or all of the following elements:

- **“New” news**
- **Timeliness**
- **People**
- **Controversy**
- **Involvement and Scope**
- **Weird or Interesting**
- **First or Most**



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Finding and Making News



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Publicity and Publicists

- A major purpose of many public relations efforts is to provide information to the media in the hope that it will be published or broadcasted
- The resulting coverage is called “publicity”
- The PR writer who writes and places stories in the media is commonly referred to as a “publicist”

Obstacles to Publicity

- Media gatekeepers
- Shrinking news hole
- Fragmentation of traditional mass media
- Information overload

Making Publicity Efforts Effective

- Understanding news values
- Targeting the right media with your information
- Thinking continuously about the interests of the readers, viewers, listeners
- Keeping in mind the objectives of the Hospital
- Being creative in thinking about how to present information that will meet the media gatekeepers' requirements



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Understand News Criteria

- Timeliness
- Prominence
- Proximity
- Significance
- Unusualness
- Human Interest
- Conflict
- “New”ness



Finding/Identifying News Internal and External Sources

- Important papers— policy statements, annual reports, market share, top managers' bios
- Publications— current and past employee magazines and newsletters, company brochures, speeches, sales material, videos
- Clipping files— from local, national, international press
- Become a news junkie
- Keep your ears and eyes open for news opportunities
- Read, listen to, and watch the news for events and situations that may affect your organization
- Ideas can also come from polls, surveys, census data, trade media, financial analyst reports



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Creating News

- Much “news” is created by individuals and organizations that plan activities and events for the purpose of creating public awareness to inform, persuade, and motivate
- “Pseudo-events” is a term describing events and situations that are created primarily for the sake of generating press coverage
 - May have a somewhat negative connotation, but such events are considered legitimate news if they also meet the standards of traditional news values.
- PR people need creativity and vision to, for example, attract positive media attention and coverage
- Look at “32 Ways to Create News for Your Organization”.



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

WHO is WHO in media

Print Newsroom composition:

- **Publisher** – Oversees production of the newspaper, magazine etc and ensures financial viability of the paper. May sell advertising space.
- **Managing Editor** – Oversees all editorial activities of publications.
- **Editor** – Helps reporters prepare written text that is accurate, appealing, and effective for publication. Makes decisions regarding what to print and what is relevant to the community.



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

- **Features Editor** – Contributes to and produces front page stories and projects. Produces weekly and special sections on topics such as the arts, entertainment, popular culture, food, home and gardening, religion, and technology.
- **Editorial Page Editor** – Manages, assigns and inspires editorial writers. Makes decisions about what to print according to what the pressing issues of the day are. Understands and defends the public's right to know. Makes sure commentary stays within the boundaries of the philosophy of the paper.

Special Note: Small papers may only have one person to fill many of the editor roles.



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

- **Editorial Writers** – Produce editorial opinion and commentary. Interested in broad public policy and state/national and regional issues. Reach their own conclusions but ultimately write as the voice of the publisher on some topics. Form their opinions through daily staff sessions, weekly editorial board visits from policy makers, and independent research.
- **Reporters** – Gather information and write articles. Research and verify information from meetings, conferences, court hearings, artistic performances, sporting events and press statements. Conduct interviews, in person or by telephone, with individuals involved in news events. Translate complex issues into concise, informative articles. Research and write articles assigned by editors or find stories on their own initiative. Organize material into factual or analytical reports.
- **Special Note:** Some reporters may cover a “beat” such as health care, social, or technology; or write a regular column. Get to know beat reporters and columnists and keep tabs on the types of topics they like to write about. When you’ve got a story in line with their interests, you’ll have a much higher rate of publicity success.

TV or Radio Station

Broadcast stations are structured differently than print newsrooms:

- **News Director** – Ultimately responsible for hiring staff and directing editorial content. May or may not be involved in the day-to-day operations of the newsroom.
- **Assistant News Director** – Similar responsibilities to news director, usually more hands-on in the day-to-day operations of a newsroom.
- **Managing Editor** – Oversees assignment desk staff. May be responsible for long range and special projects planning.



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

- **Assignment Manager & Assignment Editors** – Responsible for making sure news stories of the day are covered properly. Assigns reporters and photographers to stories. Fields phone calls from viewers. Reads all press releases and newspapers. Monitors police scanners.
- **Executive Producer** – Oversees the content of the newscast and sets the editorial tone for the newsroom. Supervises show producers and may determine which reporters are assigned stories.
- **Producer** – Arranges order of stories in newscasts, writes teases and headlines, and may write some shorter stories in newscast. Also referred to as line producer.



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

- **Reporter** – Researches, sets up and covers a story. Also writes and presents story and may oversee editing process.
- **Anchor** – Presents stories on camera. Follows direction and flow from producers. May be involved in gathering story information. Some anchors cover specific topics, such as weekly health or technology segments.
- **Photographer** – Videotapes interviews and captures footage for stories. May or may not work with a reporter. Some photographers are responsible for editing stories.
- **Editor** – Edits national stories and some shorter local stories for newscast.



Differences in Working with Print, TV, and Radio

| PRINT | TV | RADIO |
|--|--|---|
| Length of story determined by column dimensions or words | Length of story can be from 15 seconds up to / usually no more than / 90 seconds | Length of story is usually 30 to 60 seconds |
| Readers can re-read something that doesn't make sense | Viewers only have one opportunity to see the story | Listeners only have one opportunity to hear the story |
| Interviews can be done in person or over the phone | Interviews included in the story must be done in person | Interviews can be done in person or over the phone |
| Stories explained through words, photographs and graphics | Stories are explained through visuals, especially action and live interviews | Stories are explained through words and sounds |
| Reporters cover special beats (healthcare, technology, aviation) or write for categories (business, features, sports); may also cover general assignment | Most reporters cover general assignments or news of the day | Reporters may have beats, but most are general assignment |
| Deadlines may be daily, weekly or monthly depending on production schedules and number of staff reporters | Deadlines usually day of the event. | Deadlines usually day or hour of the event. |



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Media Opportunities

The ways in which a hospital can get coverage of or exposure for a particular story or topic are numerous. It is important to know which opportunities will best serve a particular topic.



| Item | Purpose | Process/Responsibilities | Possible Tools |
|-----------------------------------|--|--|--|
| News briefs | To communicate less significant, yet newsworthy information, such as recent awards, staff additions and promotions, and new equipment depending on the size, scope and cost. | PR person sends a press release. Media organization uses release and any background material to write or air a small announcement. Unless there are questions, reporters are unlikely to conduct interviews for small news briefs. | <ul style="list-style-type: none"> • Press release • Media advisory |
| Editorials | To persuade readers about an issue or controversy. | Editorial writers/editors consider timely topics of controversy. PR people may suggest topics to the editorial board. Editorial boards may also request a presentation. This is an opportunity to demonstrate the hospital's view on a topic. Be prepared to defend the hospital's position, as well as understand the opposition's viewpoint. | <ul style="list-style-type: none"> • Pitch letter • Pitch call • Backgrounder • Media kit • Talking points for people presenting to editorial board |
| Op-eds or bylined articles | To communicate an opinion or position or to inform using an expert author. Allows for more control of the message. | PR person suggests topic to editorial page editor or section editor. PR person and author (administrator, doctor, expert) draft article. Editor may accept or reject and edit if necessary. Accepted article will run with author name and possibly photo. | <ul style="list-style-type: none"> • Pitch letter • Pitch call • Draft article • Article outline |



| Item | Purpose | Process/Responsibilities | Possible Tools |
|--|---|---|--|
| Letters to the editor | To respond to an article that appeared in the paper. To voice a similar or dissimilar view. To inform editorial staff of a necessary correction. | PR person drafts letter in response to an article that appeared in the paper. Editor selects which letters to publish. Letters are typically 50-300 words in length. Refer to the publication for exact requirements. | <ul style="list-style-type: none"> • Draft letter (expect it to be published as is) • Pitch call |
| Public service announcements (PSAs) | To communicate cause-or issue-related information to audiences. Only TV and radio stations provide this community service. Do not expect or request PSA coverage from newspapers. PSAs are free to non-profits. | Vary depending on media organization. PR person may write script or provide tape/film. Reporter may read script or develop PSA from background information. | <ul style="list-style-type: none"> • PSA script • Pitch letter • Pitch call |
| Guest appearances | To discuss a topic of interest in a talk show setting on TV or radio. | PR person writes a letter to the show's producer (not the host) at least one month before desired date. Producer will book guest or reject the suggestion. | <ul style="list-style-type: none"> • Pitch letter • Pitch call • Press release • Bio • Talking points |

Publicity tools

Even the smallest newsrooms receive volumes of phone calls, faxes and e-mails each day from numerous sources all wanting the same thing...**COVERAGE!**

Your job is to get through the mass of information to interest reporters in your story. How you write and prepare your publicity tools will determine your ultimate **success!**



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Top 5 Public Relations Skills

1. **Writing**
2. **Creativity**
3. **Familiarity with Publishing Tools**
4. **Professionalism**
5. **Personable**



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Press Release Structure

- Press releases should be easy to read, clear and short – one page is normally enough. Write in short sentences and use active (rather than passive) voice, using as many verbs as possible. Quotations can enliven a story. You should structure your text using headlines, which should be short and concise.



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Structure

- Provide contact information (contact persons, telephone number if possible) at the top of the page or at the end of the document.
- Summarize the most important facts in the first paragraph. Answer the “**Ws**” in the first two sentences: **What? Who? Where? When? Why?**
- Provide more background information in the following paragraphs. The most important points should be placed at the beginning (see figure).



Press Release Format

Headline (highlight the main news point)

For immediate release or Embargoes for released until ...

Intro/Lead

Start with a bang. Aim to answer as many of the five W's as possible in your first sentence.

Source

If you have not already done so, answer the question, "How do I know?" This provides credibility.

Essentials

This includes why the story is significant the perspective. Here you answer the questions "So what?" And "How?"

Quotes

Give the release life and add quotes.

Anything else?

Is there anything missing?

Ends

Type "ends" at the end.

Note to the editor

Your best chance to tell journalists where they can get copies of a report, a photograph or other information.

Contact

Name, telephone and email of people who can provide more information. Remember to include after hours numbers.

Figure: Press Release Format (adapted from MDG Campaigning Toolkit, Chapter 3: Campaigning Skills, p. 3)

Pitch Letters

A pitch letter may serve as a “cover letter” for your press release or an initial letter to spark interest in a story idea. The letter should emphasize why the story idea is of interest to a publication’s or station’s target audiences. Describe the controversy, challenge or freshness of your material. The pitch letter should never exceed a single page. Remember, assignment editors and reporters already have a lot of reading material. If you address your letter to an individual, make sure the person’s name, gender and title are correct.



Media Kits

- Media kits include all of the necessary information to interest and inform a reporter about a story idea. The media kit is intended to save reporters time in gathering background information. A good media kit may include:
 - **Press releases**
 - **Fact sheets**
 - **Backgrounders**
 - **Questions and answers**
 - **Pamphlets or brochures**
 - **Biographies**
 - **Speech scripts**
 - **Photographs**
 - **Copies of previous media coverage**

Press Conferences

- Rarely, if ever, a public hospital needs to call a press conference.

This form of communicating with the media should be reserved for highly unique cases. If a crisis or significant event is attracting a lot of reporters from far and wide (this means more than just your local media), you may want to consider holding a press conference.

When in doubt, don't do it.



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Reasons to Consider a Press Conference

- There is a crisis situation and local and regional media want immediate answers.
- It is critical that all of the media hear the exact same message at the same time.
- Multiple sources must present newsworthy information at the same time and place.
- Multiple calls from several reporters are coming in about a specific situation.



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Press Conference Details to Consider

- Announce the press conference if possible, 48 hours in advance.
- Think about deadlines. Mornings are often best – between 9 and 11 a.m.
- Think about attendance.
- Prepare the location.

Why Create & Maintain a Media List

A media list will help you get started.



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Information to collect

Gather & update detailed information about reporters and media organizations. Store the information electronically.

- **Organization:** Name of news paper/magazine or TV/radio station
- **Address**
- **Phone /Fax number/ Web site address**
- **Audience**
- **Geography**
- **Type:** Newspaper, Magazine, TV, Radio, Internet only, Newsletter, etc.
- **Circulation:** number provided by media based on readership/ viewership research
- **Frequency:** of new material. Daily, Weekly, Monthly, Quarterly, Annually, Hourly, etc.
- **Parent:** Parent company/owner of paper or station, i.e. Gazeta Shqiptare – News 24 etc.
- **Overview:** Size of paper, lead time, days of publication if not daily, deadlines, etc.
- **Reporters:** For each reporter, collect the following information:
 - **Title:** Editor, Health Care Reporter, etc.
 - **Address and direct phone** (if different)
 - **E-mail address**
 - **Interests:** topics or areas of focus. May be an official beat or a personal interest.
 - **Preferences:** such as, *prefers e-mail or never call on Tuesdays*

Clippings & Reprints

Not everyone in your target audience will see or read the news coverage when it first comes out.

By creating a clipping and using it in your outreach efforts, you will maximize your news coverage and further benefit from the third party recognition.



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Some ways to use clippings

- Give as handouts to employees, volunteers, board members, new patients, etc.
- Frame originals and hang on the lobby or department wall.
- Include copies on counters or tables in the lobby for as long as the article is timely.
- Send to government officials with a cover letter about why they should be interested.
- Don't forget to include a "call to action" in the letter.
- Include in media kits.
- Include in packets aimed to be sent to the new community members ex. New building/s in the area the hospital is offering service etc.
- Send copies with hospital speakers to outside events or meetings.



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Crisis Communications

Every hospital at one time or another will experience some kind of crisis that requires a communications response. How you and your hospital manage the crisis is in large part due to the planning and practice you put in ahead of time.

**a crisis situation
should be viewed as a media
opportunity**

Types of crisis situations in the hospital

- 1) events that undermine the hospital, its reputation and the ability to continue operations, and
- 2) events that the hospital is responding to, but is not responsible for, such as earthquakes, fires, floods, community emergencies, or public health epidemics.

Either way, the situation is highly newsworthy and the media will report on it with or without your input



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Getting Started

- **Prepare a crisis communications checklist.**
- **Consider potential crises**
- **Establish a team.**
- **Identify potential spokespeople.**
- **Train the team.**
- **Share contact information with team members.**
- **Understand and communicate your media policies.**
- **Practice, practice, practice.**



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Examples of media policy questions

- Who may speak with the media on behalf of the hospital?
- Can the media talk with victims or family members in the hospital?



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

What makes a good spokesperson?

A good spokesperson should deal with:

Pressure

Deadlines

All spokespeople regardless the past experience should:

- Believe in what you are saying
- Eliminate industry or jargon if you are not talking to an industry audience
- Attitude creates a lasting impression
- Give sincere and honest answers. If you don't know say so.
- Opinions don't count. Be able to back up statements with facts
- Off the record is not advised
- Deliver clear concise messages in terms audiences can relate to and understand



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Time to:

- **Complete your checklist.**
- **Prepare communications materials.**
- **Equip the briefing room**
- **Ensure two-way communication.**



Tips During a Crisis

- Stay in control and don't panic.
- Be honest and straightforward.
- Never lie or mislead the media.
- Don't speculate.
- Tell reporters what you know and when you don't know something.
- It's OK if you don't have all the answers, but follow up when you have more information.
- Make sure someone is answering phones and taking down call back information. The caller should not comment on the crisis. Use this time to get information about the situation.
- If you do talk with a reporter, find out what he or she knows about the situation. The media can be a valuable source of information.
- Hold regular press briefings.

Talking Point Tips

When you're in the midst of a crisis, simple and concise talking points will help get you through the tough times. Think about the questions a reporter might ask and list them. Answer each question with the following in mind.

- Is this answer straightforward and honest?
- Have I answered the question? If not, have I described why I can't answer the question or have I re-directed the question and provided an appropriate answer?
- Have I answered the question in the fewest words possible?
- Is my answer clear and concise? Would a twelve-year-old understand what I've said?
- Do any of my answers require extensive explanation?
- Can I use an analogy or example to explain the situation better?
- Have I maintained a consistent message?
- Are there any contradictions in my statements?
- Have I accepted responsibility appropriately or needlessly?
- Do my answers reflect the appropriate amount of sincerity and concern?



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Spokesperson

- The role of spokespersons in emergencies
- Necessary spokesperson qualities
- Dealing with high outrage public meetings
- How to hold successful media interviews
(press conferences, telephone, radio and TV)

Spokesperson

- They give your organization its human form.
- Effective spokespersons connect with their audience.
- Effective spokespersons are made; few are born.
- The spokesperson doesn't just read a statement; he or she is the statement.

Role of Spokesperson in an Emergency

- Take your organization from an “it” to a “we”
- Build trust and credibility for the organization
- Remove the psychological barriers within the audience
- Gain support for the public health response
- Ultimately, reduce the incidence of illness, injury, and death by getting it right



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Emergency Risk Communication Principles

These are not the “facts” to be released; these are the tenets by which the spokesperson manifests his or her organization—what we stand for, not just what we know.

Emergency Risk Communication Principles

- Don't over reassure
- Acknowledge uncertainty and/or fear
- Express that a process is in place
- Express wishes
- Give people things to do
- Ask more of people
- Consider the “what if” questions



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Spokesperson Qualities

- What makes a good spokesperson?
- What doesn't make a good spokesperson?

Spokesperson Qualities

- It's more than “acting natural.” Every organization has an identity. Try to embody that identity.

A spokesperson would express a desire to help, show courage, and express the value of partners. “Committed but not showy.”



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Spokesperson Qualities

- Be your organization; then be yourself.
- What's your organization's identity?



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Spokesperson Recommendations

- Stay within the scope of your responsibility
- Tell the truth
- Follow up on issues
- Expect criticism



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Pitfalls for Spokespersons

- Use of jargon
- Humor
- Repeating the negative
- Expressing personal opinions
- Showing off your vocabulary



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

High-Outrage Public Meetings

“Do’s”

- The best way to deal with criticism and outrage by an audience is to acknowledge that it exists.

(Don’t say, “I know how you feel.”)

- Practice active listening and try to avoid interrupting.
- State the problem and then the recommendation.



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

High-Outrage Public Meetings

“Don’ts”

- Don’t take personal abuse. You represent your Hospital and you are not alone. Bring along a neutral third party who can step in and diffuse the situation.
- Don’t look for one answer that fits all and don’t promise what you can’t deliver.

Spokesperson and the Media

- Their job is not your job.
- Communicate with a purpose.
- Media are less critical in an initial crisis response.

Your Interview Rights

- Know who will do the interview
- Know and limit the interview to agreed subjects
- Set limits on time and format
- Ask who else will be or has been interviewed

You Do Not Have the Right To:

- Embarrass or argue with a reporter
- Tell the news organization which reporter you prefer
- Demand that your remarks not be edited
- Insist that an adversary not be interviewed
- Lie or cloud the truth
- Demand that an answer you've given not be used
- State what you are about to say is “off the record” or not attributable to you



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Counters to General Media Interview Pitfalls

- Don't repeat reporters' inflammatory or emotionally laden words.
- If the question contains leading or loaded language, reframe the question.
- Don't assume the reporter has it right. State, "I have to verify that before I respond."
- If a reporter leaves a microphone in your face after you've answered the question, STOP

Counters to General Media Interview Pitfalls

- There is no such thing as “off the record.”
- Anticipate questions. Put the answer on paper and then find the bottom line in that question.
- Make your point first. Have prepared message points.
- Don’t fake it. If you don’t know the answer, say so.

Counters to General Media Interview Pitfalls

- Never speak disparagingly of anyone, not even in jest. Don't assign blame or "pass the buck."
- Don't buy-in to hypothetical questions that are near the nonsensical. Reframe the question in a way that addresses legitimate concerns

Counters to General Media Interview Pitfalls

- Break down multiple-part questions
- Don't raise issues that you do not want to see in print or on the news
- Don't say "no comment" to a reporter's question



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Counters to Electronic Media Interview Techniques

- Reporters are not adversaries. They are also not your friends. Some reporters will use well-known techniques to attempt to get a reaction from you.

Sensational or Unrelated Questions

“Bridges” back to what you want to say:

- “What I think you are really asking is”
- “The overall issue is”
- “What’s important to remember is”
- “It’s our policy to not discuss [topic], but what I can tell you ...”



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Watch Out For . . .

- Machine gun questioning. Reporter fires rapid questions at you. You respond, “Please let me answer this question.”
- Feeding the mike and the pause. Seldom will dead air make scintillating viewing, unless you’re reacting nonverbally. Relax.
- Hot mike. It’s always on—always—including during “testing.”



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Watch Out For . . .

- Reporter asks a sensational question and gives you an A or B dilemma. Use positive words, correct the inaccuracies without repeating the negative, and reject A or B if neither is valid. Explain, “There’s actually another alternative you may not have considered,” and give your message point.
- Surprise prop. The reporter attempts to hand you a report or supposedly contaminated item. If you take it, you own it. React by saying, “I’m familiar with that report and what I can say is” or “I’m not familiar with the report, but what is important” and then go to key message.



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Media Availability or Press Conferences “In Person” Tips

- Determine in advance who will answer questions about specific subject matters
- Keep answers short and focused—nothing longer than 2 minutes
- Assume that every mike is “alive” the entire time

Telephone Interview Tips

- Know who is on the other end of the line
- Ask if you are being recorded
- Ask when and where the information will be used
- Spell out difficult names/technical terms/phrases
- Limit the time available for the interview up front
- Be certain to ask for feedback from reporters to ensure they are understanding your points

Radio Interview Tips

- A live interview is very different than a taped interview.
- Watch out for “Uh,” “Um,” and “You know.”
- Radio will not be as in-depth as print.
- Be careful NOT to repeat the negatives in a reporter’s question.



Television Interview Tips

- Do not make broad unnatural gestures or move around in your chair. Ask for a chair that does not swivel.
- Practice, practice, practice. Reply in 10- to 20-second phrases. With longer answers, pause every 20 seconds. Practice stopping the minute directed or suffer a hard break.
- Slow down. This will make the spokesperson appear in control.
- Drive out monotone. The more practice, the less fear and the greater the prospect that animation will reappear in the voice.
- Don't look at yourself on the TV monitor.
- Look at the reporter, not the camera, unless directed otherwise.
- Do an earphone check. Ask what to do if it pops out of your ear.

What To Wear on Television

Men

- Avoid patterned suits, stripes, and checks.
- Button double-breasted suits; unbutton single-breasted suits. Sit on your coattails.
- White or light blue shirts are the most conservative, serious shirts.
- Neckties should be somber. Do not “advertise” a product or point of view on your tie—you know what they are.

Urgent: Wear knee-length socks darker than your suit. You lose credibility with a “skin shot” of your legs when your pant legs creep up.

- Be clean shaven.

What To Wear on Television

Women

- Tailored clothes work best.
- Urgent: Short skirts kill credibility as quickly as short socks on men.
- Neutral colors and less pattern work best.
- Wear dark shoes.
- Avoid jangles.
- Wear regular makeup. For women who never wear makeup, consider color on the lips

What To Wear on Television

Men and Women

- Neat, trimmed hair is best.
- If your skin is shiny under the lights, ask for powder. Men, don't forget powder for the top of your head.
- If you can take off the glasses without squinting, take them off. Consider nonglare glasses if you must wear them.

Assessing Your Communication Skills

Negatives that interfere with communication

- Fear: Fear of being judged, fear of appearing stupid
- Assumptions: A study of the 500 most common English words produced an average of 28 dictionary definitions per word.
- Egotism: Egotism conveys no true respect for another person, no genuine interest in hearing the other person out. The listener will feel used, as if the speaker's words serve only an ulterior motive

Assessing Your Communication Skills

- What adds to communication? It's attitude and skills.

Attitudes

- Self-awareness: “Why do I hold that view?”
- Understanding: Repeat what you think you've heard and ask for clarification.
- Care for others: If you can empathize with your audience, they will listen.

Choose To Listen

3 barriers to effective listening:

- 1. Stress.** When our minds may be going in a million different directions, it's hard to give full attention.
- 2. “Me syndrome.”** The person doesn't seem to care about others.
- 3. Brain speed.** The speech rate for many people is about 200 words per minute.



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Effective Nonverbal Communication

- Do maintain eye contact
- Do maintain an open posture
- Do not retreat behind physical barriers such as podiums or tables
- Do not frown or show anger or disbelief through facial expression
- Do not dress in a way that emphasizes the differences between you and your audience

Assess Your Communication Habits

1. Write down the problems that you can identify about your communication habits.
2. Consider tape-recording some of your conversations to look for negative communication patterns.
3. Ask for feedback. “What do you feel are some of my strengths or weaknesses in my communication patterns?”



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Community Outreach

- **Newsletters**
- **Special Events**
- **Organizing a Speakers Bureau**
- **Speech Writing**
- **Branded Merchandise: Tools or Trash?**
- **Direct Mail**

Newsletter

A newsletter is one of the most effective ways to reach a variety of people, especially internal audiences such as employees.

Consider your target audience and objectives first. Your objectives may be **one** or a **combination** of :

- ❖ Informing
- ❖ Entertaining
- ❖ Building morale,
- ❖ Recruiting, or
- ❖ Fundraising.



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Starting from Scratch

- **Content**
- **Format**
- **Design**
- **Frequency**
- **Length**
- **Headlines**
- **Time & Effort**
- **Copyright**
- **Production**
- **Distribution**



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Distribution

1. Self-mailer
2. Bill insert
3. Online
4. E-mail

Special Events

Special events can be one of the most useful public relations tactics for reaching many people at once on a personal level.

People who commit their time – and in some cases money – to your event are more invested in your success. Events are frequently used for fundraising, education and health awareness.



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

The most successful events incorporate creativity and careful planning with the following:

- 1) value or benefit to the attendee
- 2) interesting topic, cause or theme
- 3) convenient date, time, and location
- 4) dynamic speaker or master of ceremony
- 5) appropriate notification and follow up

Objective

Before planning any event, consider why you are having it:

- Events can build awareness for a program or service
- Help raise money, honor someone for a job well done
- Boost employee morale, and much more.

Understanding the objective will play an important role in your event planning efforts.

Event Type

- **Select an event type and theme that compliments your objective.**

If your goal is to educate community residents about new equipment or technology in the hospital, an open day may be the best opportunity.

If you're interested in raising money, perhaps engagement with a must-see speaker is more your speed.



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Hospital-Related Events

- Award and recognition ceremonies/banquets
- Community outings – child safety fairs etc.
- Educational seminars/classes for patients, employees, providers
- Fundraisers – runs or walks, golf tournaments, receptions, concerts
- General meetings – volunteers, committees, board members
- Hospital new equipment
- tours/open days
- Cause-related events – blood drives, bone marrow registrations
- Medical or hospital business tradeshow/ conventions

Theme

If you use a theme with your event, be sure it's done tastefully and fits with the professional or casual nature of the event. Keep your audience in mind, too.

Your theme should complement the objective

Date/Time

Always keep your target audience in mind



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Venue/Location

- In many cases, events you conduct will be held at the hospital.
- Be sure the room or area you select will accommodate the estimated attendees, and will not disturb regular hospital operations.



Location Considerations

- Is it easy to find/get to?
- What is the rental cost?
- Is it handicap accessible?
- Is adequate parking available?
- Is audio/visual equipment available? (microphone, sound system, projector, screen)?
- Are technicians available to assist with set up?
- May the room be reconfigured depending on the size of the audience?
- Is space available for childcare?
- Must catering be selected from a pre-approved list?
- Are smaller rooms available for breakout sessions?
- How are the room acoustics?
- What are the time constraints?
- Are you charged extra if the event goes over the estimated time?
- Is there another event before or after yours?

Notification about an upcoming event

Invitations may be:

- Mailed/ emailed/ faxed or a combination of the three depending on the type of event.

You may also notify through publicity:

- Posters in the hospital and within the community.
- Notices in the newspaper or community newsletters, and word of mouth

Generally, it is best to use several methods at once since this increases the likelihood that people will get the information.

Mailing List Sources

- Existing hospital data from other outreach efforts
- Fundraising or donor lists
- Mailing house, especially if special lists or carrier routes are needed
- Chamber of Commerce for business members/ organizations
- Other community organization lists (event co-sponsors)
- Association member lists

Mailing List Sources

- Existing hospital data from other outreach efforts
- Fundraising or donor lists
- Mailing house
- Chamber of Commerce for business members/ organizations
- Other community organization lists (event co-sponsors)
- Association member lists



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

1. Invites: At a minimum

Type of function and name

Date, time, day of the week

Location and address/phone

Speakers/hosts

Sponsors/event organizers

Cost, donation or free

3. Attendance

Estimating attendance

2. If Space Available

RSVP request

Purpose or desired outcome of the unction

Directions and map

Logo, picture or graphic

Speaker bio

Agenda

Background information about sponsors

4. Catering

Depend on the time of the event, the formality and the location.

5. Day-of Details

- write up a play-by-play agenda.
- a script for introductions
- thank you comments, and other acknowledgements
- an event checklist

Organizing a Speakers Bureau

1. create a list of potential speakers that may present on behalf of the hospital.

Consider:

- hospital leadership, employees, physicians, nurses, community leaders, and patients.

Keep detailed information on each speaker, such as:

- topics he/she speaks on
- past presentations
- speaking ability
- quality of presentations
- general availability
- cost, if speaker requires payment
- contact information (phone, e-mail, address)

Speaking Opportunity List

- Organization
- Speaking Opportunity
- Date/Time
- Deadline for Materials
- Fees
- Speaker Requirements



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Speech Writing - Tips for speech

- **Identify the audience and research their concerns.**
- **Discover the purpose of the meeting and tie into it.**
- **Find out if there will be other speeches, and find out what they are about, if possible.**
- **Determine a single message you want the audience to take away from the speech.**
- **Select a theme that you can use to communicate your points. This may be a phrase or word you use multiple times, or a concept, like personal responsibility or leadership. The theme should support the speech's main message.**
- **Use quotes, statistics, anecdotes, humor, little known facts, expert opinions, latest developments and examples to add color to the presentation. A word of caution: if jokes aren't your style, don't force it.**
- **Use visual aids, such as a PowerPoint presentation, overview or video.**
- **Be brief. Studies show today's audiences have a 1000-second attention span. That's little more than 16 minutes.**
- **Write in conversational language. A speech is a public discussion, not a legal document.**
- **Once written, read the speech aloud for clarity and coherence. A speech is not an essay.**
- **It can't be re-read if misunderstood.**
- **Write up common questions and answers, so the speaker will be prepared.**
- **Leave the audience with something to think about or act upon**

Branded Merchandise: Tools or Trash?

Consider value

Evaluate appropriateness

Leverage other people's money

Think about costs

Do it yourself

Determine quantity

Some Promotional Items

- Calendars
- Cups
- Hats & visors
- Key chains
- Magnets
- Pens
- Shirts & sweatshirts

Direct Mail

Direct mail has its place in a comprehensive public relations program. Direct mail is particularly effective for event notification and new service announcements; however, the opportunities for hospitals to use direct mail are numerous.

Some ideas for using direct:

- Fundraising
- Directing people to a web site
- Notifying someone of an upcoming event or program
- Introducing a new physician or specialist to the community
- Building awareness for a new program, service or procedure offered at the hospital
- Soliciting feedback or educating
- Issuing an annual report or annual summary letter about last year's progress
- Conducting a survey
- Distributing newsletters, clippings or brochures
- Announcing awards, accomplishments and milestones

Effective Ways to Use Volunteer Help

Volunteers have a variety of skills that may be very useful in your public relations efforts.

Consider adding skills questions to your volunteer applications that may identify these individuals.

Web Sites

A web site can be an effective communication tool; however, it is important to understand its uses. Having a web site just to have a web site can be an expensive endeavor. Once you've got a web site, be sure to tell people about it. Print the web site address (URL) on your business cards and stationery. Write a newsletter article about the new site or updates to the site. Issue a press release if there is significant news about the web site to share. Give the web address in newsletter stories if more information about the story can be found on your site



Web site Content:

Important Information for your hospital and community to share:

General Hospital Description

- Vision or Mission Statement
- Overview of Services/Programs
- Technology/Equipment Descriptions
- Foundation (if any) Information
- Fundraising Efforts
- History of the Hospital or Programs
- Employment Information: Job Openings,

Benefits, How to Apply

- Calendar of Events
- Health Information: Include Disclaimers or

Copyright Notices

- Links to Sources for Health Information: Include Disclaimers
- Contact Information: Hospital Address,

Phone, Fax, E-mail

- Clinics, Home Health or Other Location

Contact Information

- Staff Directory: Consider Profiles and Photos
- Physician Directory: Consider Profiles,

Credentials, Specialties, Contact Information and Photos

- Commissioners or Board Members:

Consider Profiles and Photos

- Information about the Community or Links to Other Community Sites
- Hospital Awards or Certifications
- Newsletters
- Press Releases, Media Relations

Materials & Press Contacts

- Financial Reports
- Maps & Directions
- Frequently Asked Questions & Answers
- Patient Information: Patient Admission

Information, Rights & Responsibilities, Billing Information

Helpful Reminders

- Update the site regularly, especially with new calendar items and hospital news.
- Avoid using underline unless it is a live link to another page, web site, or e-mail address.
- Check all of your links to make sure they're live. If a link sends you to "Page Not Found," you most likely have a "dead link."
- It's great to add a "Last Modified" date to your site, but only if you intend to update regularly. A "Last Modified" date more than six months old sends a bad message to web visitors.
- Avoid posting "Coming Soon" or "Under Construction" unless the material will be posted within 2 to 3 months at the most.
- Get help from unlikely places. If you don't have a web expert on staff, look to the local high school, for help.
- Check – then double check – the spelling of all text and links.
- Have fun with your site!



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Fundraising

“

Fundraising is a science. But its rules are more like a rainbow than a formula. You need to paint with the most delicate shades of colors and moods. You will surely become a success if you paint with love and

”

friendship.

Ekaterina Kim, Contacts-I, Moscow

Why

Fundraising is extremely important for your organization's success. Here are some of the reasons why:

- Survival
- Expansion and development
- Reducing dependency
- Building a constituency
- Creating a viable and sustainable organization



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

The challenges for fundraisers

Fundraising is never easy. But there are particular challenges for fundraisers:

- The development of fundraising
- Growing need
- Establishing a vibrant local NGO sector
- Competition
- The difficulty of making money

Getting started

You have to ask

A piece of research commissioned by a major charity asked people who had not yet supported it what was their main reason for not giving. The answer was simple – *they had never been asked.*

So to raise money, you have to ask for it



The personal approach

The general rule is that the more personal you can make your approach, the more effective you will be. So:

1. Asking in person at a face-to-face meeting is better than . . .
2. Giving a presentation at a meeting to a group of people, which is better than . . .
3. Telephoning someone to ask for support, which is better than . . .
4. Writing a personal letter to someone, which is better than . . .
5. Sending an email to someone, which is better than . . .
6. Sending a circular letter to lots of people, which is better than . . .
7. Mass emailing all the addresses in your address book.

Understanding the donor's viewpoint

When deciding to give, the donor may be motivated by a wide range of feelings and thoughts. It is important for the fundraiser to understand a donor's thought processes when deciding how to ask.

The act of giving includes elements of **faith, hope** and **charity**.

Faith that the fundraiser truly represents the cause and will act as an efficient conduit for the donor's money.

Hope that the gift, however small, will make some difference.

Charity because giving is an act of altruism, providing support without the expectation of any material return.

It is also important for the fundraiser to understand that the donor might have some personal reason for wanting to give, and that it is useful to be able to build on that interest.

The return to the donor

People support charity without the expectation of any material return. But they do want something for their money, even if it is intangible. For example:

- A feeling of having done something worthwhile, and perhaps of having made a difference to someone else's life.
- Recognition from other people and from the public of their generosity – although some people prefer to give anonymously.



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Fundraising is a people business

People do not give to organizations. They do not give to abstract concepts. They give to help other people or to do something positive to create a better world.

Your job as a fundraiser is to show how you are helping do this by:

- using case studies
- illustrating your work with actual examples of the people you have been able to help
- showing how you have been able to change their lives
 - showing what you have done to create a better environment etc.

In this way you can demonstrate to donors how their money can make a difference.

Fundraising is selling

Fundraising is a two-stage process.

1. The 1st stage is showing people that there is an important need which you can help to meet. If they agree that the need is important, and that something should be done; and if they agree that your organization is doing something significant to address that need; and if you can show them how some extra support could enable you to do even better
2. then asking for money becomes easy.

Fundraising is more about selling an idea that the donor can make a difference than about the actual asking for money. Once people have been sold the idea, you will find that they will want to give. This is why fundraising is more about **'selling'** than **'telling'**. It is about persuading people to give, and showing reasons why the work is important. Your success depends on your ability to inspire people to do something to help.



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Credibility and PR

People prefer to give to organizations and causes that they have heard of. This means that your organization's credibility and good public relations are both extremely important.

Press coverage of your work, trumpeting your successes in the newsletters you send to supporters, and getting endorsements of the quality of your work from experts and prominent figures can all encourage people to recognize the importance of what you are doing. If they are confident you are doing something both worthwhile and successful, they are much more likely to support you.

Donors don't know how much to give

One problem is that donors don't know how much they are expected to give. They may not want to give an enormous amount. On the other hand, they may not want to give too little, and so seem mean

Ways of asking for a specific amount

- Ask for a specific sum to cover an item of expenditure: for example 200 000 Lekë to sponsor a Christmas party for hospitalized children's at the hospital.

- Provide a shopping list of different items at different prices.

- Give examples of gifts already received.

This will give people a good idea of how much to give, depending on their level of generosity and on whether they see themselves making a larger or a smaller gift.

- Break down the total into the numbers of gifts of different sizes that you will need to achieve if you are to reach your target.



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Saying thank you

Saying thank you is extremely important.

1. It recognizes and values the donor's generosity.
2. It can also be an act of enlightened self-interest on your part: if you can get your donors to feel more warmly about your organization, they may consider giving again at some time in the future. Many organizations only say thank you when they have actually received a donation.
3. Those who say thank you on every appropriate pretext will see the effort of doing this repaid handsomely in donor loyalty and may well be surprised at the level of repeat-giving it will stimulate.

Not saying thank you, however small the donation, can generate ill will towards your organization. Donors complain that many of the organizations they support never even bother to say thank you!



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Long- term involvement and commitment

Try to achieve this by:

- **Saying thank you immediately** and telling them what you plan to do with their money
- **Regular reporting back** showing them what you have achieved with their money
- **Sharing your ideas** and hopes for the future
- **Encouraging them to visit you** to see your organization at work and getting them to meet some of the people that they have been helping
- **Offering them opportunity to meet with staff and volunteers** who are actually doing the work and with prominent personalities associated with the cause.

Accountability and reporting back

You are responsible for seeing that:

- The money is spent on the purposes for which it was raised. Failure to do this is a breach of trust.
- The money is well spent and actually achieves something and that you have done the very best to make the project a success

This is not only polite but it is good for fundraising practice



The skills required in fundraising

- **Assess your strengths** so that you concentrate on doing those things you are good at.
- **Learn what skills you need to acquire**
- **Find ways of compensating your weaknesses**
 - ❖ **Commitment to the cause**
 - ❖ **The ability to ask**
 - ❖ **Persuasiveness**
 - ❖ **Confidence and dealing with rejection**
 - ❖ **Persistence**
 - ❖ **Truthfulness**
 - ❖ **Social skills**
 - ❖ **Organizations skills**
 - ❖ **Imagination and creativity**
 - ❖ **Contacts and the ability to make contacts**
 - ❖ **Opportunism**



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Conclusions



USAID
NGA POPULLI AMERIKAN



MINISTRIA E SHENDETESISE

Thank you !