



Using PR to Support Your Legislative Agenda

Tips and Tactics for Sharing Your Story



Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics. -PRSA



Why is Public Relations Important?

- Public relations helps you tell your story in a way that is consistent, relevant, and effective
- Public relations works in conjunction with fundraising, government affairs, DEI initiatives, lobbying, and more
- Public relations is about sending the right messages to the right people at the right time
- By sharing your story, you can get people emotionally-invested in your mission, influence public opinion, and enact lasting change



Communications Tactics

There are a wide variety of tactics you can use to tell your story. To support legislative advocacy, these may include:

- Outreach to legislators – Tours, letters, etc.
- Mayoral proclamations
- Media relations
- Letters to the editor / Op-eds
- Community engagement
- Social media presence
- Impact report
- And more



Outreach to Legislators

- Develop a rapport with your local representatives in order to educate them on the importance of day and employment services
- Regularly invite legislators to events, awards presentations, celebrations, etc.
- Invite legislators to visit your facility, meet the people you serve, and see the life changing impact of day and employment services
- Contact the Congressperson's office to schedule a site visit; it may take several invitations before the Congressperson accepts
- Be prepared for schedule changes and a staff-only visits; meetings with staff are valuable for relationship building
- Offer yourself as a resource and maintain the relationship by updating the legislator and their staff on relevant legislative issues that are important to you and the people you serve



Mayoral Proclamations

- Mayoral proclamations are important tools that help you gain recognition in your local community
- Proclamations are used to recognize significant events or accomplishments, raise awareness around important issues, and highlight milestones
- Proclamations are often noted in local media outlets and shared online
- Organizations can often get framed copies of proclamations





Media Relations

- Placing stories in local media outlets can help increase awareness of disability services, demonstrate the important impact of day and employment services, and sway public opinion
- Legislators often pay more attention to stories in their local media outlets than they do to statewide outlets
- There are endless opportunities to highlight the importance of day and employment services throughout the state



Media Relations

- How do you get the media to tell your story?
 - Know your local outlets and reporters
 - Cultivate relationships
 - Demonstrate your expertise
 - Use your connections – MOHR can support you
- How to share information?
 - News releases
 - Media advisories
 - Pitches



Elements of a Good Story

- It impacts a large number of people, or a small group in a significant way
- It is of interest to your community
- It is timely
- An influential figure is attached
- It tugs at the heart strings
- It is unique and different
- Its highly visual



IN THE NEWS

[KSTP](#) - Minnesotans Pack Capitol Rotunda for Disability Services Day

[WCCO](#) - Hundreds Rally at Minnesota Capitol to Urge Support for Disability Services

[Spokesman Recorder](#) - Disability Services Day at the Capitol Aims to Strengthen Direct Care Workforce

[MPR](#) - As Lawmakers Dole Out Record Surplus, Many Say They Need More

[KTTC](#) - Disability Service Providers Push for Increase in State Funding

[Aitkin Age](#) - Locals Support 'Better Together'





Insert Logo

FOR IMMEDIATE RELEASE

Date

CONTACTS:

Name

Title

Email

Phone

Compelling Headline Explaining the News / Announcement

Subhead providing slightly more information about the event

[City, State] [date] — Introductory paragraph that summarizes the rest of the news release. Concisely provide all of the most important information.

Body paragraph or paragraphs containing additional details. Keep these short and to the point. Arrange the content in reverse pyramid style, with the most important information coming first.

“Include a quote from a key spokesperson.”

Follow up body paragraph or paragraphs expand on the news and / or announcement. Keep the entire release to one page if possible.

About Your Organization

Your boilerplate will come at the end of the release.

###



FOR IMMEDIATE RELEASE

March 27, 2023

CONTACTS:

Julie Johnson
President of MOHR
jjohnson@mssmn.org
651-793-4150

Cassie Roman
Pineapple RM
cassie@pineapplierm.com
262.510.5624

MOHR and ARRM Host Disability Services Day at the Capitol

On Tuesday, March 28, advocates rally to educate state legislators about key issues impacting disability services

- WHO:** MOHR, a nonprofit association of more than 100 day and employment service providers for individuals with disabilities, and ARRM, a nonprofit association of 200+ organizations focusing on home- and community-based services for people living with disabilities, are working together to educate legislators on important issues impacting disability services. These issues include the critical need for changes to the disability waiver rate system and strengthening the extended employment program.
- WHAT:** Hundreds of advocates and individuals with disabilities will visit the Minnesota State Capitol to share their stories, meet with legislators, and rally in support of disability services.
- WHY:** Due to severe staff shortages, more than 3,000 Minnesotans with disabilities are currently on waiting lists for day and employment services. Some have been waiting more than three years. The biggest barrier to hiring direct support professionals is the low wage rate funded in the current disability waiver rate framework. If these issues are not addressed, thousands of Minnesotans will be unable to access critically-needed services.
- WHEN:** Tuesday, March 28; the rally takes place from 10 a.m. – 11 a.m.
- WHERE:** **Minnesota State Capitol Rotunda**
75 Rev Dr. Martin Luther King Jr Boulevard
St Paul, MN 55155



Disability Services Day at the Capitol - Tuesday, March 28

As part of MOHR and ARRM's Disability Services Day at the Capitol, hundreds of advocates and individuals with disabilities will visit the Minnesota State Capitol to share their stories, meet with legislators, and rally in support of disability services on Tuesday, March 28 at 10 a.m. The goal is to educate legislators on important issues impacting disability services. These issues include the critical need for changes to the disability waiver rate system and strengthening the extended employment program.

Due to severe staff shortages, more than 3,000 Minnesotans with disabilities are currently on waiting lists for day and employment services. Some have been waiting more than three years. The biggest barrier to hiring direct support professionals is the low wage rate funded in the current disability waiver rate framework. But, since staff pay rates are largely controlled by legislative action, only legislative action can solve the problem. If these issues are not addressed, thousands of Minnesotans will be unable to access critically-needed services.

I'd be happy to arrange for you to speak with leaders from MOHR and ARRM as well as individuals with disabilities who are impacted by these legislative issues. Please let me know if you'd like to arrange an interview.

Best,
Cassie Roman



Letter to the Editor and Op-eds

- Many publications allow individuals to write letters to the editor or submit an op-ed
- These authored articles are a powerful tool to tell your story since they are published in your own words
- A good letter to the editor or op-ed is timely and addresses an important issue impacting your community
- An impactful letter gets to the point quickly and ends with a call to action
- Letters to the editor are short (200 – 300 words); Op-eds can be a big longer (700 – 800 words)
- Every outlet has its own rules for submitting a letter or op-ed



Community Engagement

- Maintaining a regular presence in your community will increase goodwill and understanding
- Look for opportunities to participate in community celebrations (parades, music in the park, National Night Out, etc.)
- Find ways to partner with community organizations for volunteer opportunities
- Look for speaking opportunities with local groups (Rotary Clubs, scouting troops, school groups, etc.)
- Host open houses whenever possible



Social Media

- Develop a communications plan for social media
 - Participate in larger conversations and build a community that supports your work
 - Leverage your community including MOHR, local organizations, other members, etc.
 - Utilize photos and short videos whenever possible
 - Empower staff, participants, families, etc. to share their stories
 - Develop your voice – you can choose to be funny, informative, etc.
 - Utilize free tools and software including Canva and Animoto
 - Use MOHR for support (@mohrmn1)



Impact Report

- Impact reports demonstrate the value of your organization and your effect on the community
- These are often used as fundraising pieces
- Many organizations use these to highlight their most important work from the previous year
- Statistics and visuals are important ways to make these pop
- Many organizations are publishing digital impact reports rather than printing them
- Impact reports are important to share with legislators, major donors, grant organizations, as part of award nominations, etc.



FEED MY STARVING CHILDREN



2022/23 IMPACT REPORT

FISCAL YEAR RESULTS
MARCH 1, 2022–FEBRUARY 28, 2023



FEEDING KIDS

1,225,983

KIDS FED FOR A YEAR

EMPOWERING COMMUNITIES

1,809

ARTISANS EMPLOYED BY FMSC MARKETPLACE™ PARTNERS

FEEDING SPIRITS

910,553

VOLUNTEERS ACROSS THE U.S.



447,483,816

total meals provided

90%+

of total annual donations are spent directly on meal production



A 4-star Charity Navigator recipient for 16 consecutive years



99.8% of meals shipped have safely reached intended locations



Something Greater™ monthly givers provided enough meals to feed 66,763 children a daily meal for a full year

A LOOK AHEAD TO NEXT YEAR ➔

460,000,000 MEALS

2023/24 GOAL

FMSC will produce our 4 billionth meal in 2023

With rising global food prices, the cost to fund each MannaPack® meal has increased by a nickel — from 24¢ to 29¢

Your gifts count more than ever:

fmsc.org/impactreport



MALAWI

fmsc.org
© 2023 Feed My Starving Children





Together

we've made great progress:

- Through early detection and effective treatments, we've helped reduce the breast cancer mortality rate in the U.S. by 42% since 1989.
- We've invested nearly \$1.1 billion in research, leading to new ways to prevent, diagnose and better treat breast cancer to further our goal of higher-quality care.
- We've invested more than \$77 million in community health programs in the last year alone to ensure people get the help they need to understand the disease, access screening and diagnostic exams, remove barriers to care and receive support every step of the way.

Yet despite all of our momentum:

- Breast cancer is still the most common cancer in women worldwide and the second leading cause of cancer deaths among women in the U.S.
- Black women are about 40% more likely to die of breast cancer than white women and have a lower five-year relative breast cancer survival rate compared to white women.
- About every two minutes, somewhere in the U.S., a woman is diagnosed with breast cancer.
- More than an estimated 168,000 people in the U.S. are living with metastatic breast cancer (MBC), which is the most advanced stage of breast cancer.
- Nearly 44,000 people in the U.S. are expected to die from breast cancer this year alone.

TABLE OF CONTENTS

06 Welcome Letter

08 The Susan G. Komen Difference

10 Research

16 Stand for H.E.R.

22 Action

26 Community

30 Care

34 Fundraising

40 Our Partners

43 Komen Leadership



Questions?