

Power PR: Promotion Planning that Works

September 30, 2017



National Christ Child Society
Uniting to Make a Difference

4 Steps to PR Success

- | | |
|-------------|---------------------------|
| 1. Goal | What result do you want? |
| 2. Audience | Who do you want to reach? |
| 3. Message | Why will they care? |
| 4. Delivery | How will you reach them? |

Goal

What are you trying to achieve?

- Awareness of your organization or an issue
- New members
- Participation or attendance at an event
- Other?



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3

Audience

Whom do you want to reach?

- Catholic parishioners
- Current or potential members
- The community at large (media and partnerships)
- Potential recipients of your programs



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Message

Why will people care?

- Human interest
- Community impact
- Timely or illustrates a trend
- Faith in action
- Celebrity



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GIVING BACK

Bridges, Christ Child Society of Summit Once Again Provide School Supplies to Local Children in Need

By TAPINTO SUMMIT STAFF
September 12, 2017 at 1:38 PM



From left, Jane Murphy and Sally Golding of Christ Child Society, along with Lois Bhatt and Beth Tulloch of Bridges prepare for the school supply distribution.

Delivery

How will you share the message?

- Internal communication tools (website, shareable e-mails and e-letters)
- Social media
- Media advisories/press releases
- Parish bulletins, websites and flyers
- Interest-based blogs, community websites, listserves, interest-based email lists (many let you post your own content)
- Catholic, community & regional news outlets

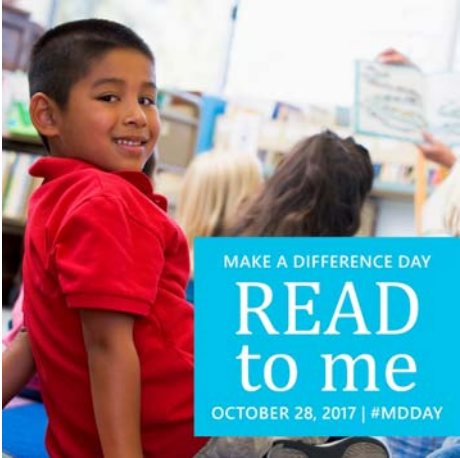


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Communication outlets by key audience	Your Members	Catholics	Secular/General
	Website	Parishes <ul style="list-style-type: none"> Bulletin announcements Flyer (emailed) Social media likes/shares 	News (print/online) <ul style="list-style-type: none"> Local/metro desk Business (partnerships, business leader) Calendars (religion & community) Features Columnists Photo desk Religion Society events
	Newsletter	Diocesan newspaper, magazine and/or website	Radio (news & talk/interview)
	Blog	Diocesan online event calendar	TV (news & community service programs)
	E-letters	Diocesan parish eletter (weekly or monthly) or webpage	Hyper-local websites (Patch.com)
	Social media	Special-interest eletters (young adults, pro-life, social justice, schools)	Listserve (nextdoor.com, google groups, etc.)
	Flyer	Popular Catholic bloggers / writers	Blogs/websites (eg, moms, children, etc.)
		Catholic TV and radio	Social media
		Social media	
		Diocesan-wide events (women's conference, Eucharistic Congress)	



Make a Difference Day



MAKE A DIFFERENCE DAY


READ to me

OCTOBER 28, 2017 | #MDDAY

Make a Difference – Read to Me!
 Join the Christ Child Society of XX for national Make a Difference Day, Oct. 28, 10 a.m.-2 p.m., at XXX, Address, City, ST. Bring new or gently used children's books for low-income families in our community, join our reading sit-in and bring your kids to help make bookmarks for kids in need. Contact NAME at xxx-xxx-xxxx or name@email.com or visit www.website.org for details or to let us know you are coming

“Read to Me” National Day of Service Focuses on Improving Childhood Literacy

Children from low-income families are less likely to have access to books and more likely to start school academically behind middle-class children. The National Christ Child Society and its members are working to change that.



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Get Started



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9

Basics

- Keep it simple
- Focus on the outlets that make sense for your goal, audience and message – and your resources
- Not every event needs a press release
 - Social media, hyper-local web and parishes can be very effective
- Be user-friendly
 - Well-written content, knowledgeable, helpful, professional, timely



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Create contact lists (Excel)

Media

- Outlet name
- Key reporters
- Emails (general press release, key reporters, event listings)
- Phone numbers (assignment desk (TV), metro desk, religion or community reporter)
- Notes (deadlines, photo submissions, interests, etc.)

Community outlets (*blogs, user-content websites, listserves*)

- Outlet name
- Login information or email
- Notes (can you post photos, etc.)

Parish contact list

- Parish name
- City/county
- Email (secretary if no bulletin-specific email)

(ask diocesan communications if there is a "Parish Briefings" eletter or webpage to submit event and bulletin announcements for parishes)



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Gather information to tell the story

Ideally, 6-8 weeks in advance
(outlet deadlines can be at least 2-4 weeks prior to an event)

About

- Event name, date, time, address, contact information
- Who is involved: sponsors, participants, beneficiaries
- What will happen and how (eg, volunteers in costume will hold a reading sit-in)
- Why it will be of interest (data, community need, giving back, etc.)

Visuals

- Visuals are important for TV and to post online
- Photos available in advance/after to post on local sites and social media
- Photo releases needed/restrictions on photographing minors?

Spokesperson & media & event contact info

- 1-2 articulate people to be spokespeople for news outlets



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Timing

Pre-event pitches: write 4 weeks before the event (if possible), earlier for monthly outlets

Post-event photo or photo/article: within 2 days after an event

- News event-calendar deadlines vary, but generally are two weeks prior to an event for a daily outlet
- Weekly bulletin deadlines: usually Monday or Tuesday; send 2-3 weeks before you would like the announcement to appear
- User-generated content can be posted anytime, usually 2-4 weeks before
- Press advisories can go out closer to an event, but at least two weeks out and then “bump” the release shortly before the event
- If calling a reporter or TV station to ask for coverage, do so between 10 a.m. and 2 p.m.



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Write your media advisory

- Strong headline (less than 80 characters)
 - Can follow with a 1-2 sentence summary that shows up on blogs and websites
- Key information at the top
- About 400-500 words max (ideally) and short paragraphs
- Date, time, place
- Supporting information: 1-2 compelling data points on literacy,
 - What will happen, who will be there, possibly a quote (especially for follow-up articles)
- Contact name, phone, email and web or social media links
- Boilerplate at the end: 1-2 sentences that says who you are
- Email – and blind copy recipients if sending to multiple outlets

NOTE: Even if you make a call or send a personal email vs. a formal advisory, you will need the key information!

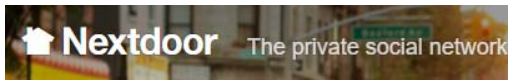


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Write bulletin & digital content

Bulletins

- 100 words or less
- Simple headline
- Write "Event date: XXXX" above the headline to help the bulletin editor
- Don't send too often
tip: monthly, on Monday morning



Digital (user-posted content)

- Keep it short
- Include a photo or graphic if possible
- Think social media-friendly

Listserves

- Provide a short announcement to members to promote event participation through listserves & other networks



Be interview ready

- Have 2-3 key points in mind and work them into your responses
- If on TV, smile and keep your responses particularly brief (as little as 10 seconds of an interview may be used!)
- On radio, smile – your voice sounds friendlier
- If nervous, take a deep breath and focus on the journalist as a person, not on the video camera
- Guide a journalist to good visuals and articulate participants – briefly explain what is going on and provide concrete data (eg, 300 books).
- Offer links for website, social media and social media (many tweet), such as @nationalchristchild and #ReadtoMe, #literacy and #MDDAY.



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Christ Child PR in Action



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18

Monterey Bay: Carmel Pine Cone

LUNA The Carmel Pine Cone December 2, 2010

130-YEAR-OLD INSTITUTION TAKES ROOT, HOLDS DRIVE FOR NEWBORNS IN NEED

By ELAINE HESSER

WHEN ANNE Kelley moved to Pacific Grove from Southern California 18 months ago, she missed the fellowship she'd experienced as a member of the Pasadena Chapter of the National Christ Child Society.

Kelley, a past national president of the organization, said it was founded by a young Catholic girl, Mary Virginia Merrick — "Miss Mary," as she later became known — in Washington, D.C. in 1886. Merrick wanted to be a nun, but was paralyzed after she fell from a window when she was a teenager.

Although the nuns would not accept her because of her disabilities, she dedicated herself to a life of service, helping poor children in the city by making clothing for them, and gathering and distributing other gifts. "The idea was to see the Christ child in every child," said Kelley, explaining how the organization got its name.

Others joined Merrick, and Kelley said

that today there are nearly 6,000 members in 44 chapters across the United States. The Monterey Bay chapter is the newest among them. She added that Merrick is being considered for sainthood.

Among Merrick's many efforts was the initiation of the Fresh Air Program in 1890, which for many decades provided city children with an opportunity to spend time in the countryside during the summer. The organization still runs summer camps in some areas.

Kelley explained that although chapters nationwide join together during the Christmas season to put together bundles of baby essentials for newborn babies, each chapter tries to fill additional needs that other local organizations are not already taking care of, such as reading enrichment and tutoring. "Only go to untilled fields," said Kelley, referring to one of Merrick's mottos.

On Saturday, Dec. 3 from 10 a.m. to noon, in Crespi Hall at the Mission, the



Collecting for a cause: Terann Carr of the Monterey Peninsula Quilting Guild (left) donates handmade quilts, and items gathered and made by a P.G. middle-school student are on their way to the new local chapter of the Christ Child Society for infants born into foster care.

chapter will hold its first Shower of Love to assemble bundles of baby essentials for 25 infants born during the Christmas season. The bundles will be distributed through the Aspirant Cherish Receiving Center, a non-profit organization that helps Monterey County children who have been removed from their homes because of abuse or neglect.

According to Kelley, "Each baby 'welcome' kit includes items such as blankets,

clothing, diapers and baby books. In addition, each kit contains either a homemade blanket or quilt and baby cap created by volunteers, to personalize the bundles for the babies."

The community is invited to bring donations and see the items made and collected so far, Kelley said. Volunteers will also teach anyone who wants to learn how to make caps for babies. For more information, visit @christchildmonterey on Facebook.

Christ Child Society celebrates 150th birthday of its founder

By Kelly Seegers, Monday, November 14, 2016 10:28 AM

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CATHOLIC STANDARD

ARCHDIOCESE OF WASHINGTON

Your Catholic Online News Magazine

In honor of what would have been the 150th birthday of their founder, Mary Virginia Merrick, women from the Washington chapter of the Christ Child Society gathered on Nov. 2 to pack layettes, just as the native Washingtonian had done for the first time more than 130 years ago.

In 1884, Mary Virginia Merrick, who lived the majority of her life with partial paralysis after an accident as a teenager, heard about a pregnant mother who was in need of clothing for her child. Merrick gathered a group of friends together to sew a layette, which is a kit of supplies for a new baby. This act of service began the legacy of her care for the poor and vulnerable that continues through the Christ Child Society today.

Soon after she and her friends sewed the first layette, Merrick asked a boy what he wanted for Christmas, and discovered that his family was too poor to give him a gift. She suggested that he write a letter to the Christ Child, whom she had a strong devotion to and described as "the giver of all good things." She and her friends began delivering Christmas gifts to children marked "from the Christ Child," and this was the beginning of the second program of the Christ Child Society, which Mary Virginia Merrick founded in Washington in 1887.

In the nearly 130 years that have followed, the society has expanded to include 44 chapters across the United States, all dedicated to serving low-income children. They each have different programs to meet local needs, but all participate in the Beloved Babies Layette Program, which Washington Chapter executive director Kathleen Curtin said, "ties us all together." The Washington Chapter of the Christ Child Society now consists of 12 guilds, which take turns packing layettes.

On Nov. 2, the Mary Virginia Merrick Guild and the Tumulty Guild gathered together to compile the layettes, which were extra full due to the recent "Make a Difference Day" on Oct. 22, where hundreds of volunteers across the United States supported the Beloved Babies Layette Program in different ways. The Washington Chapter held a diaper drive that gathered more than 20,000 diapers.

"The Washington Chapter was thrilled to participate in our first National Make A Difference Day," said Lulu Gonella, the president of the D.C. chapter, in a statement. "We are so fortunate to have hundreds of members across the D.C. area who enthusiastically heeded the call when we need goods or volunteers to support our programs. This effort was just another example of our members following the words of Mary Virginia Merrick when she said 'nothing is ever too much to do for a child.'"



In addition to the diapers, each layette contains a set of clothes and towels for the baby, a book, a hand-knit blanket, and information for the new mother about things such as nutrition, immunization, and SIDS. The blankets are hand-made by more than 200 volunteers, and are each pinned with a medal and a note from the Christ Child. The Washington Chapter packs 800 layettes five times per year, totaling at around 4,000 annually. The layettes are then distributed to low-income mothers as a starter-kit for their new child.



CS PHOTOS BY JACLYN LIPPELMANN Members of the Christ Child Society pack layettes for babies and mothers on Nov. 2 to honor the 150th anniversary of the birth of the group's founder, Mary Virginia Merrick, a Washingtonian being considered for sainthood.



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Tucson

Christ Child Society seeks support, volunteers

By MICHAEL BROWN
Managing Editor

Angela Schneider is driven to meet the needs of young children and as president of The Christ Child Society of Tucson, she's inviting others with the same desire to help.



Leaders of the Christ Child Society stand amid donations at Santa Catalina Parish, Tucson, during weekend Masses July 29-30. The group accepted donations and tried to raise awareness to boost membership.

Did you know? Saint candidate founded national movement




Mary V. Merrick, in an undated photo

The Christ Child Society was founded in 1887 in Washington by Mary Virginia Merrick to serve children in need. She was born Nov. 2, 1866, to Richard and Nannie Merrick, a descendent of the Calverts, one of Maryland's founding families.

Paralyzed after an injury caused by a fall as a teenager, Merrick learned of a destitute woman whose child was due at Christmas. Despite her condition, she and some friends created a layette — clothes, a blanket and other items needed by newborns. That act led to the formation of the National Christ Child Society, which today assembles and distributes more than 22,000 layettes each year.

The Christ Child Society today includes more than 6,000 members in 44 chapters. The society also was behind the formation of the first Catholic Charities organization, and later, the United Way.



CATHOLIC OUTLOOK
Newspaper of the Roman Catholic Diocese of Tucson
SEPTEMBER 2017 | Vol. XI | Number 11 | diocesetucson.org

served more than 1,500 children. Installed as president of the society in May of 2016, Schneider first learned of the organization following her hire as director of Reachout Pregnancy Center (now called Reachout Women's Center) in August of 2009. Before that, she was involved in pro-life activities at St. Mark's, Oro Valley, and as a Reachout volunteer in its clothing bank and as a client advocate. She moved to Tucson from Chicago, where she was treasurer of the archdiocesan Carrillo movement. The Christ Child Tucson chapter was formed in 1971 by former national president Natalie Brown, incorporated in 1972 and chartered in 1974. Schneider said she was asked to serve on the Christ Child board in 2011. During her current two-

has been spreading. In April, students at St. Augustine High School conducted a layette donation drive that filled two playpens. Reachout is a major beneficiary of the Christ Child Society, but not the only one. Layettes are also provided to women at Tucson Medical Center, women's centers, Interfaith Community Services, Diamond's Children's Hospital, Pima County Nurses, Marana High School's Teenage Parent Program and Casa de los Niños. There are monthly meetings to relay the latest needs, collect donations, receive reports and keep members informed on upcoming events. It runs two annual fundraisers. There is a fall event — a fashion show, card party or similar event — and a spring



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Fort Wayne-South Bend

FROM ONE MOTHER TO ANOTHER: CHRIST CHILD SOCIETY CELEBRATES 70 YEARS OF CARE AND SERVICE

Official web publication of the Diocese of Fort Wayne-South Bend

TODAY'S CATHOLIC NEWS

By Jennifer Miller

[Click here for more photos from the event.](#)

On Thursday evening, June 15, the Christ Child Society of South Bend opened a special exhibit about its programs with a ribbon-cutting and silent auction at the History Museum in the Oliver Mansion. Originally started in 1947 by Rosaleen Crowley, the South Bend Chapter has served over 220,000 children in its 70 years, offering brand new coats, shoes and clothes. One of 44 chapters nationwide, 440 members volunteer countless hours filling a need in their local community with love.



Children from St. Adalbert School, South Bend, which benefits from the Christ Child Society, participate in a ribbon-cutting at the opening of an exhibit at The History Museum that celebrates the society's 70-year history in the city.

The Christ Child Society was founded in 1887 by Mary Virginia Merrick in Washington, D.C. "Nothing is ever too much to do for a child," she often said. Her care and attention to the children's physical and spiritual needs was remarkable: In fact, Merrick's case for canonization has begun and she is now a Servant of God.

Merrick passed this love for each child — as if they were the Christ Child themselves — to Kathleen Giblin of Washington, D.C., who in turn shared this mission to love with her three daughters, one of them being Rosaline, or "Puddy." Together they would go to a department



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A Look Back: South Bend's Christ Child Society clothing children for 70 years

Christ Child Society celebrates 70 years

Jun 12, 2017 (0)



South Bend Tribune
Members of the Christ Child Society Pat Sheehan, center, and Ann Goozee deliver layettes to Elaine Baros of Saint Joseph Hospital in 1932. Photo provided/Christ Child Society

f t e p r

In 1887, Mary Virginia Merrick, paralyzed and bedridden from an accident she suffered at the age of 20, founded the Christ Child Society in Washington, D.C., and devoted her life to providing handmade layettes to babies born to impoverished mothers. The Christ Child Society has since spread across the nation.

Most Popular

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- A new lease o Bend's 25-sto



Don't forget to share your user-generated event listings and announcements on social media and share media coverage on the National Christ Child Society Facebook page.



Thank you.

Susan Gibbs
susanegibbs@gmail.com



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