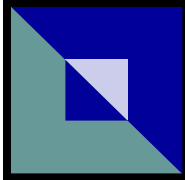


## Case Study 2



### **Press Release Helps Gain Plenty Of Media Exposure For Young Foundation**

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In the year 2000 the Stacey Toran Foundation (STF) was in its infancy. It had only been around for about a year when they were getting ready for their second fundraising dinner. The plan was that this fundraising dinner was going to be the foundation's signature event each year.

The dinner raises money so that the Stacey Toran Foundation can provide scholarships to Indianapolis Public School students who wish to go on to college. The foundation was named to honor the memory of former Notre Dame and Los Angeles Raider football player Stacey Toran, who tragically died in an automobile accident. Stacey's brother Derrick is the president of the foundation.

Keith Smiley volunteers on the fundraising committee. Derrick wanted to get some media attention for the dinner, but with the foundation being so young and with only volunteers working for the foundation, they didn't have much money to spend. So Keith volunteered to write a press release and send it out to all the local media.

The main speaker for the dinner was Dave Duerson. Dave was a teammate of Stacey's at Notre Dame and he was also a key defensive player on the Chicago Bears Super Bowl Champion team of 1985. Keith used those facts to highlight on the press release. Because he knew that there were a lot of Notre Dame and Chicago Bear football fans in the Indianapolis area that might want to come out and see one of their heroes.

The dinner also had a silent auction where people could bid on all types of sports memorabilia autographed by famous athletes and coaches.

Keith sent the press release to all the local television stations, local newspapers, and various radio stations.

He also wrote public service announcements for the radio and television stations to run. He wrote a 15, 30, and 60 second script to make it easy for the station announcers to read on the air.

About a week before the event, Keith saw one of the local television stations



announcing the event on their community calendar. He found out from another fundraising committee member that they saw the announcement on another local television station. Keith also found out that one of the local radio stations was airing an announcement about the dinner also.

The night of the dinner over 100 people showed up. It was almost double the amount of people that came the year before. The local NBC affiliate sent a news crew to do a story about the event for their 11PM newscast. A photographer from a local weekly newspaper was there to take pictures and a reporter from a local magazine was there to do a story also.

Thanks to his press release writing and marketing skills, Keith was able to help get the word out about this important fundraising dinner, and help them raise money to help provide scholarships for Indianapolis Public School students to further their education.

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