South Dakota Wing Conference 2020
Public Affairs Training
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Community Outreach
Developing a relationship within the community.

Why is this important?

Improving visibility creates the ability to:

1. Reach donors for possible fundraising opportunities
2. Creates awareness for opportunities for missions
3. Gain opportunities for increased memberships
Reach donors for possible fundraising opportunities

• There are multiple ways to create these opportunities.

Some include:

1- Grants/Local Funds
2- Donations
3- Services
Grants/Local Funds

• These can be found through:

1- Community organizations or Associations:

2- Military Groups and Associations:

3- Corporations & local companies:
Community Organizations & Associations

Some include:

- Lions Clubs
- Rotary Clubs,
- Local Chamber of Commerce or City Offices
- Optimist Clubs
- Knights of Columbus
- Elks Club
Military Groups & Associations

American Legion

VFW

VA Medical Centers
## Corporations & Local Companies

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<th>Corporations:</th>
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Creates awareness for opportunities for missions

Reach out to organizations to create awareness for our capabilities.

- Contact local Emergency Management groups
- Foster relationships with organizations that could potentially utilize our services

(In Sioux Falls, for LifeLight for crowd control, City of Sioux Falls Park & Rec for pictures promoting our baseball diamonds)
Gain opportunities for increased memberships

Communicate benefits and opportunities for membership and service with groups such as:

- Retired military groups
- Chaplains (hospitals, prisons, military)
- Local ROTC
- Local Red Cross
- Local pilots- small airports especially with their own flying clubs or EAA
- Ham radio clubs
How to Engage
Speaking Engagements

Guidelines to Help You Be Your Best

1- Do some research on the targeted organization.
   - Do they have a general donation fund?
   - What is the criteria? (Do they generally give to the youth? For aviation related activities? Is the application limited to city, county?)
   - What is the application deadline?
   - Who have they donated to in the past?

Perform some investigative work to help prepare your case & demonstrate need. This will also help you in preparing your presentation.

Helpful Tip:

. Always know who your target audience is.
How To Engage- Speaking Engagements

2- Make a phone call, set a time to briefly introduce yourself & explain our organization. Once you have met in person set a date for the presentation to the members.

3- Offer to be a key note speaker for local organizations in your community:
   - City Hall Meetings
   - Local Schools
   - Military Groups
   - Civil Organizations
Preparing for the Presentation

When preparing for the presentation ask the following questions to the organization:

1- How many people will be attending?
2- Will there be audio/visual equipment?
3- How long will I have for my presentation?
Preparing for the Presentation

Presentation Checklist:

*Arrive Early - Introduce yourself to the members
- Make sure you CAP uniform looks professional
- CAP Materials: pamphlets, CAP Fact Sheet, copy of the newsletter, any material that will assist explaining CAP
- Donation basket
- Laptop (if you’re doing a video or showing pictures of activities)
- Business cards or contact information
- Handout of the squadron needs to distribute
Preparing for the Presentation

- Bring a cadet in dress uniform
- Highlight our capabilities to match any service needs
- Ask if there are any events we can assist for a donation
- End the presentation with Q & A Session
Engaging with the Media

Creating the awareness in the community is vital to growing squadrons. By boosting visibility in local communities we can create community service opportunities.
Media
The Newspaper

• Submit articles and press releases to local newspapers frequently. (SAR exercise, encampment, or how the squadron is helping the community)

• Contact the local newspaper for the opportunity for them to visit a squadron meeting or activity to write a story.

• Create a press release for awards or recognition of members.

• Capitalize on participation of the squadron in local, regional and state-wide events
Media TV

• Contact the local or regional tv for the opportunity for them to visit a squadron meeting or activity, to produce a story.

• Offer a potential ride a long for a SAR exercise, or following a disaster, for local aerial shots.

• Check into local tv shows for the opportunity for a interview.
Media
Radio

• Create a 30 second public announcement verbiage
• Check with local radio stations for the availability of free public service announcements

OR -

• Partner with a sponsor corporation or organization to pay for a public service announcement
• Check with radio stations for local shows for the opportunity to interview
PAO CHECKLIST

- Share new tagline with local squadron. Encourage everyone to use it as they talk about CAP.
- Use uniform explanation paragraph on every press release, newsletter and any other branded communication.
- Check members.gocivilairpatrol.com/pa often for updated toolkit and other information.
- Coordinate with National Headquarters for increased visibility when they distribute the Public Service Announcement.
- Place at least one article in local print or online media each quarter.
- Secure local TV coverage at least once per year.
- Send an introduction letter to local civic groups.
- Join the local Speaker's Bureau.
- Speak at local civic clubs, schools, association meetings or other community-based gatherings at least three times per year.
- Contact local Volunteer Center to form a working relationship.
- Work with Volunteer Center to perform community service on an ongoing basis.
- Make sure all members wear same CAP uniform when performing community service.
- Send a press release to local hometown media every single time the group performs an act of service in the community.
- Purposefully get contact information from potential new members and follow up with them about opportunities to join CAP.
- Establish a personal relationship and mutual understanding with local television station before news breaks.
- Arrange a meeting between your wing commander and the base commander at the closest military base at least once per year (where applicable).
- Make sure local military bases have plenty of Volunteer magazines in high-traffic, long-stay areas.
- Create a relationship with your nearest Air Force base CAP Coordinating Officer. The CAP State Director should be involved in each of these contacts.
- Support the Wing Commander in actively pursuing a personal relationship with state and national members of Congress.
Resources

Public Affairs:

• Public Affairs Plan:

Press Release Samples: