



Telling Your Story: Media Pitching Playbook

Objective:

Do you have a story to tell? We want to help you tell it! Contacting your local hometown papers or websites can be a great way to get the word out there, drum up support, and even encourage new walkers to register for the Boston Marathon® Jimmy Fund Walk.

Getting Started:

Before diving into media outreach, familiarize yourself with your local media outlets and identify reporters who may be interested in your story. Look for coverage of past Jimmy Fund events and philanthropic features. Compile a media list with reporters' names and contact information to stay organized.

For example, if you live in Canton, Mass., you can start your process by googling “Canton MA newspapers.” You will see that the Canton Citizen pops up as one of the first publications listed. You can check out their contact page and find a reporter’s, editor’s, or even a general email address to send your story to.

Note: DO NOT include broadcast publications or the Boston Globe on your list; if you feel that your story should be pitched to a wider audience, please email the Jimmy Fund Walk PR team at JimmyFund@brodeur.com.

Example Media List:

Publication Name	Name of Reporter	Reporter Email Address
Malden Advocate	John Doe	Johndoe@maldenadvocate.com

Craft Your Pitch:

Utilize the provided pitch template in the PR Kit to craft a compelling story that resonates with reporters. Lead with the most impactful information to grab their attention. Don't forget to create an intriguing subject line to increase the chances of your email being opened.

Example Subject Line: Jane Doe Celebrates her 10th Year of Walking to Support Cancer Research

Ready, Set, Pitch!



Once your story is ready and your media list is prepared, it's time to pitch. Personalization is important. Make sure to update the reporters name and personalize any parts of the pitch that you can before sending it to each reporter, and mention any past pieces of relevant or Jimmy Fund Walk coverage.

Example Personalization Note: If a reporter has previously covered the Jimmy Fund, you may want to include in your pitch: "I saw that you've previously covered the Jimmy Fund and thought you may be interested in my story..."

Pro Tip: Don't be afraid to include photos or footage video in your email. Reporters love visuals!

Follow-Up Strategy:

After sending your initial pitches, be patient and wait for responses. Follow up with a maximum of three emails over a week or two, gently reminding reporters of your story. If necessary, resend the pitch on your second round of follow-ups.

Example of a General Follow-up Note: Hi [reporter's name], Just following up on this thread to see if you've received my note about my experience with the Jimmy Fund Walk. If you'd like to know more about my story, I'd be open to speaking with you more over the phone or in person for an interview.

Engaging with Reporters:

If a reporter shows interest, be prepared for potential interviews via phone or in person and requests for more information. Ensure your pitch is detailed and informative to facilitate their coverage.

Interview Pro Tips: Utilize these [Suggested Walker Talking Points](#) when preparing for a conversation with a reporter. These will help you generate ideas. You don't have to worry about memorizing facts about the Walk, the amount of money raised, or anything like that. You just have to tell your story 😊. Reporters want to hear from you *why* you are involved in the Jimmy Fund Walk. Have fun with it!

IMPORTANT NOTE: If you do get a response and a reporter is interested in your story, please notify the PR Team at JimmyFund@Brodeur.com. They will make note of this feature, to avoid duplication of outreach with the reporter.

Story Publication:

Once a reporter confirms publication, be patient, as timing depends on newsroom operations. Don't be discouraged. Keep an eye on your local paper or use Google to track publication.



Google Search Pro Tip: Search your name and the publication's name to see if the article has been published online. It's a quick and effective way to track coverage. For increased effectiveness, put your key search terms in quotations and use the + and – signs to weave out any unrelated coverage.

An example of a search may look like:

“John Doe” + “Malden Advocate” + “Jimmy Fund Walk”

Celebrating Success:

Once your story is published, share it proudly with friends, family, and your Walk team staff contact. Don't be afraid to post a link to the coverage on your social media channels for additional engagement and fundraising requests - you earned it Congratulations on your media success!

If you need help at any time, don't hesitate to reach out to JimmyFund@brodeur.com.