

Inova Health Foundation Events: Press and Media Guide

This guide will help you generate publicity before and after your Inova Health Foundation event. A well-planned media campaign can make all the difference for a successful fundraising event, ensuring maximum attendance and media coverage of the event – if that's your goal.

Step 1: Determine Your Objectives

- Do you want local media to cover your event?
- Is your goal to increase event attendance?
- Would you like to arrange for videos or photos to be taken at the event?

Step 2: Identify a Point Person

- If you are working alone, you will be the point person; if you are working with a group, one person should be responsible for handling all press and media communications.
- S/he will need to keep track of: media contacted, subjects covered during conversations, which media representatives attended the event. The point person also must circulate press releases and media coverage examples, and thank media representatives who attended the event.

Step 3: Research Your Target Audience

- How does your target audience hear about events – from newspaper, email, postal mail, Internet, television? This will dictate how you publicize your event.

Step 4: Publicize Your Event

- Plan to publicize event far enough in advance to account for media deadlines and participant registration.
- Choose media outreach that is the most efficient at increasing awareness among your target audience.
- Distribute and post printed and online materials in high-traffic areas for your target audience.

Note: Using Inova in Advertising Materials

The use of Inova Health Foundation's name and/or logo for publicity and fundraising purposes by community groups and individuals is permitted only through written approval from the Foundation. The program/facility should be named as "Inova program/facility" in all promotions, as opposed to "IHSF" or "Fairfax Hospital" etc.

Inova Health Foundation staff must review all promotional materials (flyers, press releases, etc.) that use Inova's name and/or logo prior to use.

All aspects of approved events must be reflective of Inova Health System's mission to improve the health of the diverse community we serve through excellence in patient care, education and research. All communication within Inova regarding your event must be done through your contact at the Foundation.