

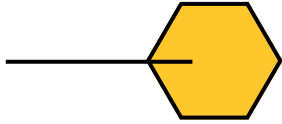
SUCCESS STORY

Not-for-profit



PR boosted a not-for-profit's profile, attracting new volunteers and thousands of dollars in donations

Storytelling is the lifeblood of successful communication. With the right narrative, organisations can engage customers, supporters, staff and stakeholders, and build a reputation of trust and competency that enables them to grow. Buzzify helped a veteran-led not-for-profit leverage PR with stunning results.



Identifying the news angle

Pitch perfect

The Buzzify team worked alongside a disaster recovery not-for-profit and its high-profile corporate partner to share their story with almost 30,000 South Australians.

Buzzify identified, pitched and coordinated a news feature via *Channel 9* that told the story of the veteran-led organisation and its work to help communities recover from disasters such as bushfires and floods.

From eyeballs to action

The TV news feature generated thousands of dollars in advertising-equivalent value for the not-for-profit. It showcased the organisation's efforts on the ground, including high-impact interviews with volunteers and community members who have benefited from its support.

As a result of the news item, the organisation attracted more than 100 new volunteers and thousands of dollars in donations.

Key takeaway

With the right pitch, a news story can hold significant value for a business or entity looking to build a customer base, attract new staff or even generate significant financial support.

