



Press Release and Social Media Tips

Want to help your lodge gain more exposure about charitable giving contributions in your community? There are a few things you can do to increase your lodge's chances of receiving press from local news outlets. Check out our helpful tips below to increase awareness online and in your communities!

Contact Your Local News Outlets

The best way to increase your lodge's visibility and improve your chances of gaining local press is to contact your local news outlets directly. As Kansas Masons, we encourage you to reach out to publications located or based in your specific community that may be interested in running a story about your contribution or attending one of your local events.

Invite the Media to Your Event

As your lodge plans your yearly contributions and annual events, consider inviting different media outlets to your upcoming event **a few weeks prior** to the event date. Email local media contacts in your area, and include all relevant details, such as the event location, date, time, and purpose.

Follow Up on Press Releases

Each week, the Kansas Masonic Foundation works directly with Cassandra Bryan Design, our digital marketing team, to write and distribute notable contributions occurring across our different lodges. If your lodge has received an emailed press release about a Matching Funds contribution you recently submitted, we encourage you to email a follow-up message to local publications from your media list **one to two weeks after** your press release was distributed. Following up with local contacts will increase your likelihood of receiving additional press from local news outlets!

Submit Photos of Your Event

If you have made a recent contribution or hosted a charitable event, we encourage you to follow up with photos! Immediately following your event, distribute visible, high-quality photos to your local news outlets with a short summary of the event.