

## Build Book Buzz Publicity Forms and Templates

### Sample Virtual Book Tour E-mail Pitch

Here's an e-mail message pitching a virtual book tour "appearance" for my book, *Publicity for Nonprofits: Generating Media Exposure That Leads to Awareness, Growth, and Contributions*. My target audience is smaller nonprofits where the person responsible for media relations might not have much formal PR training and has other unrelated job responsibilities, too.

Hi Tom,

I've enjoyed reading your blog, especially your comments about how nonprofit organizations need to be more proactive in their communications with constituents. I'm the author of *Publicity for Nonprofits: Generating Media Exposure That Leads to Awareness, Growth, and Contributions*, which has been well-reviewed by the media, including the influential *Chronicle of Philanthropy* (<http://tinyurl.com/ljzhhj>).

I'm scheduling a virtual book tour for the week of October 22 and would like to make a "stop" at Charity Matters if you're interested. I think an author Q&A might work best with the format you've been using, but I'm open to other possibilities, too. I'm also willing to respond to reader inquiries if you think that's appropriate.

I've pasted a press release describing my book below my signature, but would be happy to send you a copy of the book to help you decide if this is a good fit for you.

I hope you'll be interested – I'd love to help your readers learn more about this topic. I look forward to your response.

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#### New Guide Helps Nonprofits Stretch Marketing Dollars for Maximum Publicity *Nonprofits Can Finally Capture Essential Media Attention*

A new book from an award-winning publicist helps nonprofit organizations large and small discover and use the tools and techniques that will help transform them into high-profile media darlings.

In *Publicity for Nonprofits: Generating Media Exposure That Leads to Awareness, Growth and Contributions*, (\$23.95 Kaplan Publishing, June 2006) author Sandra Beckwith taps her 25 years of hands-on publicity know-how to outline successful media relations strategies tailored for nonprofit organizations. This detailed, step-by-step guide includes examples of press releases, op-ed articles, pitch letters, public service announcements and other important outreach tools.

This sample is excerpted from *Build Book Buzz Publicity Forms & Templates*.  
To learn more about this valuable author resource, please go to <http://bit.ly/hxOfrj>.

**Comment [u1]:** Note the casual greeting. "Mr." and "Ms." are too formal for a blogger.

**Comment [u2]:** It's clear in the first paragraph that I'm familiar with his blog, which gives my note a warmer reception. The link to a positive review in a highly regarded publication gives the book additional credibility.

**Comment [u3]:** Referring to the blog name in the body of the message further underscores that this is not a mass e-mailed message. It's personal.

**Comment [u4]:** I've suggested how I might contribute to his blog and noted when I'd like to do it. Notice that I leave all options open.

**Comment [u5]:** The press release should answer most of the blogger's questions about your book.

**Comment [u6]:** I've told him that I'll wait for his response, but if I don't hear from him, I'll follow up.

**Comment [u7]:** I used my full name – always recommended over first name only when you don't know the person.

**Comment [u8]:** He'll probably want to check out the content on the book's Web site before responding to me, so I've included the URL in the signature.

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This timely and practical guide doesn't just explain *why* publicity is important – it shows *how* to use cost-effective publicity plans and tactics to reach fundraising goals, educate and influence consumers, and recruit employees and volunteers. In *Publicity for Nonprofits: Generating Media Exposure That Leads to Awareness, Growth and Contributions*, Beckwith offers fascinating case studies, detailed instructions, and a rich array of publicity tools and tactics that will help nonprofit organizations learn how to:

- Create an affordable publicity plan that integrates goals, objectives, and key strategies
- Determine which tools and tactics will have the most impact on the organization's goals
- Develop and pitch newsworthy stories with powerful messages that will capture media attention and resonate with audiences
- Maximize the publicity potential of an organization's activities, talents and resources

“When I speak to nonprofit groups about publicity, they are never interested in theory,” says Beckwith. “They want to know how to do it – what tools and tactics will get them the farthest? Which approach will have the greatest impact with the least amount of expense? When is a press conference a good idea and when is not the best choice for communicating information? I wrote this book to give them the answers and information they need to succeed in a highly-competitive, increasingly complex media world.”

**Sandra Beckwith** has more than 25 years of award-winning public relations experience. A recipient of the coveted Silver Anvil Award from the Public Relations Society of America, her public relations background includes assignments at one of the world's largest public relations firms and a large national consumer products company. Now a consultant who helps others learn how to generate their own publicity, her clients include several nonprofit organizations.

***Publicity for Nonprofits: Generating Media Exposure that Leads to Awareness, Growth, and Contributions*** (\$23.95, 256 pages, 7 ¼ x 9, paperback, ISBN: 1-4195-2299-X) is available at neighborhood and online booksellers or by calling 800-245-BOOK.

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