



## PR TIPS FROM RLF COMMUNICATIONS

### 1. Tell Your Story

You want to keep the name of your business top of mind with people in your community. There are many newspaper, television, radio and online stories that can come from your store. Create a calendar of stories based on events and happenings throughout the year. Here is a list of topics that make good press releases.

- New store openings
- Charitable contributions and sponsorships
- Awards (given internally or received from the community)
- New hire
- Community involvement (e.g., being named to a board of directors for a local organization)

### 2. Be Involved

It is important that as a local business you are seen as an active part of the community. Being seen as someone that gives back (and not just takes) is critical to building goodwill and a good image that will support your growth and cushion any negative turn of events.

From managers to retail sales associates, ask people to get involved in clubs and associations that are good places to network. A few examples are the Chamber of Commerce, the Jaycees and local business leads groups. Serving on the board or a committee for a nonprofit organization like United Way

### 3. Stay Focused

Having strategic direction in terms of community sponsorships is always a smart move. It allows you to build an association over time between your store and the organization/event, and it provides clear guidelines for staff and management on how to handle requests from community associations, schools, etc. Keep it focused. Choose no more than three organizations (or areas of focus) you will support on a regular basis (i.e., yearly)