Georgia Grant Professionals Association

Meeting

June 23, 2015

Welcome and Introductions: DeaRonda Harrison

Presentation: How to Use Media Partnerships to Strengthen your Grant Proposals and Funding Streams

Presenter: Alexis Buchanan

* Two-thirds of adults use multiple sources to get their news—traditional, web-based, social media.
* Media grant funding increased by 21% from 2009 to 2011. It grew at a faster rate than other grant making categories.
* As a single category, media-related grantmaking would be the 7th highest.
* Something to consider is a media partner—radio, tv, film, social media—to partner and promote brands as one.
* PSA’s-no longer free. Most require you to purchase advertising then they may throw in some advertising for free.
* Social Media reaches a broad audience quickly, produces positive social outcomes. On the negative side, it’s not a good way to introduce foundations and the message cannot always be controlled.
* Media can strengthen an organization’s brand. It can market program activities and highlight foundations to increase brands.
* Many foundations want to know about your media plans. Having a media partner makes your proposal stronger.
* Media can help attract more donors.
* Research media partners that fit your organization’s demographics.
* Don’t forget about public access-Georgia Public Broadcasting, Radio Free Georgia, etc.
* Places to look for media partners-Press Club, media related associations. Reach out to local media to build relationships. Invite them to come out, be a board member, etc. Bloggers with a lot of followers are another option.
* Media partners want to be associated with an organization that has a demographic that fits their target audience.
* Media partnerships can be mutually beneficial.

Presentation Q&A

* Can having a media partner on the board create conflict? They might not be able to cover certain things, but they can provide other coverage opportunities.
* What do on-going media relationships look like? Pushing stories about your organizations, partnerships, media sponsor in grant proposals
* How do you access the media associations? You can attend their meetings and access media lists from the websites.

Chapter Business

* May minutes were presented and approved. Motion by Nancy Smallwood, second by Kate Bachman.
* Treasurer report: We made a profit of $234.18 on the GGPA conference.
* The GPA scholarship application for the national conference closes July 3. The scholarship covers the cost of registration. http://www.grantprofessionalsfoundation.org/scholarship-application-deadline-july-3-2015/
* GGPA will cover the cost of one national conference scholarship for the Grants Professionals Foundation. This was approved at the meeting with a motion by Meghann Adams, and a second by Nancy Smallwood.
* Job opportunities are listed on the GGPA website: [www.ggpa.org](http://www.ggpa.org)
* The GPA National Conference will be held in Atlanta in 2016.