



Email Template for Participating Organizations

From: Jim Davis @ NCPC

Subject: Quick Media Guidelines for San Diego Gives – Please Review

San Diego Gives Participants,

Thank you for being part of San Diego Gives! As we begin our campaign this year, we want to make sure we're all aligned when it comes to media outreach.

We've put together simple media guidelines to help you know what to do if a reporter reaches out—or if you'd like to pitch your involvement. The goal is to keep our messaging consistent and make sure the right people are looped in.

Please take a moment to review the quick guide that follows this letter.

Key points:

- Forward any media inquiries to our PR team (Connor at Scatena Daniels, CC'd) as soon as possible.
- Please don't reach out to media about San Diego Gives without talking to us first—we'd love to collaborate!
- Pause all media outreach by Sept. 2. After that, Scatena Daniels will lead all press efforts.

If you have any ideas or questions, reach out anytime—we're happy to support you.

Thanks again for being a vital part of San Diego Gives!

Warmly,

Jim Davis

North County Philanthropy Council



Media Guidelines for Participating Nonprofits

San Diego Gives Campaign 2025

*A quick guide to help you navigate media opportunities
and ensure we're all speaking with one voice.*

Why This Matters

We're all excited to share the good work we do—but when it comes to media, it's important that our messaging is coordinated, consistent, and timely. This guide helps us work together to represent San Diego Gives in the best light possible.

Your PR Contact

Connor Christiansen – Scatena Daniels Communications
connor@scatenadaniels.com
760-470-0943 (Text OK)

If You Get a Media Inquiry (Call, Email, DM)

Step 1: Alert the PR team *within 2 hours*, if possible. Forward all info to Connor.

Step 2: If it's a phone call:

- Get the reporter's name, outlet, deadline, and nature of the request.
- Say: *"All media requests go through the PR firm representing San Diego Gives. I'll have someone get back to you shortly."*

Step 3: Forward any emails or DMs to Connor immediately. The PR team will follow up directly.

Planning Your Own Outreach?

We totally understand you may want to promote your involvement in San Diego Gives. Here's how to do it the right way:

- Let us know first. If you have an idea, we'd love to collaborate!
- Please cc us on any media outreach. This includes emails, press releases, interviews, etc.
- Do not send press materials with "San Diego Gives" included without review. Send all materials to Connor for review (allow 1–2 business days).
- Pause your outreach by Sept. 2. From that point, all media will be handled directly by Scatena Daniels as we head into the campaign finale.

A Few Important Reminders

- You cannot speak on behalf of San Diego Gives without prior approval.
- You *can* speak for your own organization; just alert us when you plan to promote your involvement with San Diego Gives.
- In a crisis or emergency, do not communicate with the media. The Scatena Daniels team will handle all responses.

Working Together

These guidelines help us present a united voice and amplify our collective impact. Thank you for helping make San Diego Gives a success!