



REALTORS  
*Care*<sup>®</sup>

## Best Practices for Engaging Media Around Your REALTORS Care<sup>®</sup> Day



# **This package was created to provide guidance if you're planning to invite media to your REALTORS Care® Day.**

## **CHECKLIST**

To help organize your event and generate media coverage, use this checklist.

- Confirm with your partner that they have no issues or concerns with media attention or presence at the event. Take note of any restrictions/requirements that media will have to adhere to in order to cover the event (e.g. wearing provided safety equipment on a Habitat for Humanity build).
- Ask partner for press release details, including:
  - If they want to be quoted in press release, and, if so, what that quote would be.
  - Their boilerplate message, which is a short paragraph with organization details.
- Draft the following materials:
  - Pitch points, which is a short script to use when contacting media.
  - Media advisory.
  - Press release, using the acquired information, including: date, time, location, any restrictions/requirements, quote and boilerplate from partner.
- Contact local media outlets/contacts to pitch the event in the hope that they will attend and potentially report on it.
- Publish media advisory approximately one week ahead of the event.
- Publish press release on the day of the event, timing to coincide with your event

## PITCH POINTS

Journalists receive dozens of pitches each day and therefore tend to look at those that are relevant, newsworthy, brief, structured and timely. Consider these questions:

- Is the story new and current?
- Does it feature an element of prominence?
- Does it evoke an emotional response?
- Will your story impact a certain group of people?
- Is your story relevant to the area/publication you are pitching it to?

Journalists appreciate pitches that cover the 5 W's: Who, what, when, where and why. Make sure you cover these in your pitch.

Always ensure your pitch includes a call to action. Lean on how your event affects people in the community by explaining the importance of the cause and why your organization has chosen to support it. Include what kind of support is being provided whether that be volunteer, material and/or financial.

Once you've drafted your pitch points, it's time to decide who to send them to. Start identifying potential media outlets/contacts who may be interested in covering your event. With enough lead time, CREA's Media Relations expert can help you by accessing a database of media outlets and contacts and provide you with a list of potential matches and their communication preferences. Contact Pierre Leduc at [pleduc@CREA.ca](mailto:pleduc@CREA.ca) or 613-884-1460 for more information.

The following day(s), begin working your list and contact journalists/outlets to confirm reception of the advisory (if via phone) or take advantage of the opportunity to tailor/personalize the pitch in a short email.

Feel free to take advantage of the templates provided below as a starting point for your media coverage plan.

# REALTORS Care® Day MEDIA ADVISORY TEMPLATE

[Name of contact person for host board/association]

[Title]

[Organization]

[Phone number]

[Email address]

[Date]

## **[Title of Announcement or Event]**

[Optional Subtitle]

**[City, Province/Territory]** – [Board/Association name] participating/organizing/hosting [event] in support of [charity/organization].

In the body provide a brief (one to three paragraphs) overview of event and what media can expect.

**WHAT:** [Event]

**WHO:** [Participants of event]

**WHEN:** [Date of event], [start time of event or duration (e.g. 10 a.m. to 4 p.m.)]

**WHERE:** [Location of event]

**CONTACT:** [Your contact person details]

## **Notes for Media**

Add additional information for media, such as spokesperson availability at event, recipient spokesperson availability at event, and required/provided safety equipment in this paragraph, if necessary.

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## **BOILERPLATE (About)**

Add information about your board/association. Your partner may also have a boilerplate presenting their organization.

## **About [Insert Partner Name]**

[Insert boilerplate from partner]

## **About REALTORS Care® Days**

REALTORS Care® Days are a series of hands-on volunteering initiatives hosted by real estate boards and associations throughout the year. REALTORS® believe that everyone deserves a safe place to call home and, as part of this initiative, they're volunteering their time to support critical housing and shelter-related charities and community groups across the country.

### **For further information, contact:**

Pierre Leduc

613-884-1460

[pleduc@crea.ca](mailto:pleduc@crea.ca)

# Media Advisory Example

January 23, 2023

## **REALTORS® HELP BUILD HOMES IN OTTAWA**

The Canadian Real Estate Association Board of Directors Participate in Habitat For Humanity Build

**Ottawa, ON** – To celebrate the launch of the new REALTORS Care® Days program, members of the Canadian Real Estate Association’s (CREA) Board of Directors will be participating in a build day with Habitat for Humanity Greater Ottawa on Wednesday, January 24. REALTORS® from across Canada are coming together at Habitat for Humanity Greater Ottawa’s Kemptville Korner build site.

Volunteers will spend the day helping to prepare these affordable housing units for community members who will be calling Kemptville Korner home.

This 15-unit development consists of townhomes and stacked townhomes with accessible units available.

**WHAT:** Habitat for Humanity Build

**WHO:** CREA Board of Directors, representing REALTORS® from across Canada

**WHEN:** Wednesday, January 24 between 10 and 11 a.m.

**WHERE:** 79 Shearer Street, Kemptville, ON

**CONTACT:** [pleduc@crea.ca](mailto:pleduc@crea.ca) or 613-884-1460 to confirm attendance.

**Please note this is an active construction site, so safety equipment will be provided.**

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### **About the Canadian Real Estate Association**

The Canadian Real Estate Association (CREA) is one of Canada’s largest single-industry associations. CREA works on behalf of more than 160,000 REALTORS® who contribute to the economic and social well-being of communities across Canada. Together they advocate for property owners, buyers, and sellers.

## Press Release Examples

### **The 28th Annual REALTORS Care® Blanket Drive Begins November 14**

**Surrey, British Columbia Nov. 9, 2022** – The REALTORS Care® Blanket Drive will combine its traditional collection and distribution of warm clothes and blankets this year with an online fundraiser for partner charities.

The REALTORS Care® Blanket Drive will run from November 14 to 21, 2022.

The 28-year-old campaign is a partnership among the Lower Mainland's three real estate boards, the Real Estate Board of Greater Vancouver (REBGV), the Fraser Valley Real Estate Board (FVREB), and the Chilliwack and District Real Estate Board (CADREB).

The public can drop donations off at one of these 100 plus participating real estate offices. Realtor volunteers then sort and deliver the donations to charities and organizations in the same area in which they were collected.

“With cold temperatures and increased precipitation forecast for November, our partner charities expect blankets and warm clothing to be in high demand across the region,” said Daniel John, Chair, REBGV. “With the addition of our online fundraiser, people have different options to support this year’s campaign and lend a helping hand to those most in need within our communities.”

“Of the many charitable efforts our members take part in, the annual Blanket Drive is among the most rewarding,” said Sandra Benz, President of FVREB. “Each year, this simple yet essential act of providing blankets, clothing and other donations brings out vast numbers of volunteers who use their networks to bring warmth and comfort to our most vulnerable neighbours across the region.”

Since the Blanket Drive began, the program has helped more than 450,000 people in our communities keep warm and dry.

Items we’re looking for:

- blankets, sleeping bags
- warm clothing - coats, jeans, pants, sweaters
- scarves, gloves, mitts, hats
- socks (new)
- underwear (new)

Each year, more than 18,000 REALTORS® in the region work with their clients and a network of charitable organizations in Lower Mainland communities to collect and distribute blankets and lightly used clothing to help more than 35,000 residents stay warm during the winter months.

Help spread the word about the REALTORS Care® Blanket Charity Drive!

Visit <https://www.facebook.com/BlanketDrive> for shareable social media posts and other content.

The Real Estate Board of Greater Vancouver and Fraser Valley Real Estate Boards are professional associations representing more than 18,000 REALTORS® who live and work in the Lower Mainland from Whistler to Abbotsford. The Boards provide a variety of member services, including the Multiple Listing Service®. For more information on real estate, statistics, and buying or selling a home, contact a local REALTOR® or visit [www.rebgv.org](http://www.rebgv.org) or [www.fvreb.bc.ca](http://www.fvreb.bc.ca).

**Contact:**

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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/d4b02491-a6f4-4a67-a5a7-d023192ae3e8>



## **Earned media coverage from this press release:**

REM: [Annual blanket drive gets underway in B.C.](#)

Tricity News: [Tri-City realtors look to raise \\$15K, blankets and winter clothing in one week](#)

Tricity News: [Tri-Cities clothing drive reaches 480K people in nearly 30 years](#)

Chilliwack Progress: [Chilliwack fills 390 bags with donations for Realtors Care Blanket Drive](#)

Maple Ridge Pitt Meadows News: [Four Maple Ridge real estate offices accepting blanket drive donations](#)

## **REALTORS® Help to Transform Housing Quality in Calgary and Area**

**City of Calgary, Nov. 22, 2022** – CREB® REALTOR® Community Foundation has awarded Transformation Grants to the Alexandra Community Health Centre (The Alex), Children’s Cottage Society and Inn from the Cold.

Each non-profit will receive \$10,000 in grant funding to support minor repairs to help improve housing quality for the community’s most vulnerable.

“These organizations represent a different kind of support systems for individuals,” says Murray Scotton, Chair of CREB® REALTOR® Community Foundation. “We are humbled to be a part of the effort so many organizations put forth to support housing and shelter in our city, and it is no different when we look at the work that Inn from the Cold, the Alex, and the Children’s Cottage Society do.”

### **Alexandra Community Health Centre (The Alex)**

[The Alex](#) is a non-profit health and social services organization that has provided integrated and accessible support and thoughtful, comprehensive care to Calgarians for almost 50 years. The Alex supports a full complement of health, housing and community programs.

Grant funds will support automatic-locking door handles on 42 apartments in Abbeydale and Forest Lawn. Funds will also be used to install two interior Dutch doors at Abbeydale Place.

“Every person deserves to have a safe and functional space to call home. The Alex place-based supportive housing programs focus on providing accessible and integrated support for residents with chronic illnesses, disabilities, mental health and substance use disorders, who have experienced long-term or repeated homelessness,” says Tara Pratt, Program Lead for Abbeydale Place and Prelude Housing Programs. “The grant will have a significant impact on our program and residents by providing us with the ability to complete critical renovations and repairs in our buildings.”

### **Children’s Cottage Society**

[Children’s Cottage Society](#) is dedicated to building strong healthy children and safe nurturing families through prevention programs and support services. Children’s Cottage Society works with families to increase protective factors and decrease risk factors as a strategy to promote child development, effective and nurturing parenting, and to support and strengthen family functioning.

Grant funds will support exterior safety upgrades to the crisis nursery. This includes resurfacing the outdoor vinyl to eliminate slippery conditions and installing a new handrail.

“We are so thankful for the support of community partners like CREB®. Our Crisis Nursery is a place for young children to feel safe and welcome, and now we can ensure a much-needed upgrade to the front staircase and exterior that will make sure their arrival and entry into the Nursery is safe and welcoming as well,” says Danielle Ladouceur, CEO of Children’s Cottage Society.

## **Inn from the Cold**

[Inn from the Cold](#) serves children and their families who face homelessness. Inn from the Cold opens its doors to all ethnicities, family types, and ages.

Grant funds will support the implementation of a security system in the Neoma building, adding security features to the second, third and fourth floors.

“With this donation, CREB® is helping us ensure the safety of all the children and families who will call Neoma home through the installation of a security system in our new building,” says Heather Morley, Executive Director at Inn from the Cold. “Keeping families safe in times of crisis is a priority at Inn from the Cold, and this grant will make a world of difference to the families we serve each day.”

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## **About CREB® REALTOR® Community Foundation**

CREB® REALTOR® Community Foundation is the community investment arm of CREB® (the Calgary Real Estate Board). Made up of a membership of more than 6,800 REALTORS® and community members, CREB® REALTOR® Community Foundation exists to support the charitable and philanthropic activities of its members and to provide funding to housing and shelter-related initiatives in Calgary and area.

Since its inception in 1987, the foundation has contributed more than \$8 million to a wide range of non-profit organizations in our communities.

### **For more information, please contact:**

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