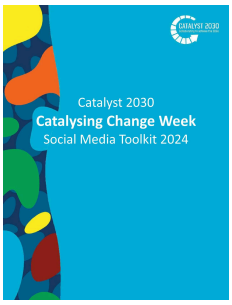
CATALYST 2030
Collaborating to achieve the SDGs

Catalyst 2030

Catalysing Change Week

Press & Media Toolkit 2024



Catalyst 2030 CCW Press & Media Toolkit 2024

This guidebook is for everyone who is going to participate in CCW2024 and would like to raise awareness about the CCW Campaign and sessions. It will help you understand press and media matters to better promote your session(s). In this toolkit, you will find 7 communication steps to promote your session(s) and 5 tips to working effectively and productively with the media followed by the following examples: **(1) invitation letter (2) newsletter text (3) press release.**

About Catalysing Change Week (CCW)

Catalysing Change Week (CCW) is the world's largest event led by social innovators and entrepreneurs to share knowledge, exchange ideas and accelerate collaborative systems change during more than 200 sessions and activities in a dedicated annual week. The week is coordinated by Catalyst 2030, bringing together all systems catalysts, including social entrepreneurs, representatives from the private sector, governments, funders and others involved in systems change, to inspire change in support of achieving the SDGs.



Watch CCW2023 video here ↑

CCW2024 Theme is “Building the Social Innovation Sector.” Learn more here.

To attend the CCW2024 sessions, register at catalyst2030.info/RegisterCCW

Follow Catalyst 2030 for CCW2024 updates online

Follow and tag us on social media **@Catalyst2030** on Facebook, LinkedIn and YouTube as well as **@Catalyst_2030** on X and Instagram to link your activity to CCW2024, to engage through posts, likes, retweets, and shares.

Use the official CCW2024 hashtags **#CatalysingChangeWeek2024 #CCW2024 #Catalyst2030.** Where possible, please include **#SDGs #CatalysingChange.**

Stay tuned for updates on the official CCW website: catalyst2030.info/CCW
Learn more about Catalyst 2030: catalyst2030.net/



Press and media

Securing media coverage will help you to promote participants' work in your local community, expand the reach of your message to different audiences, and more widely spread the word about CCW.

7 communication steps to promote your session(s)

Step 1	Email your network to invite them to join **#CCW2024** during 6-10 May 2024.
Step 2	Send a newsletter blast about **#CCW2024** and your session(s).
Step 3	Engage members of the press to highlight your session(s).
Step 4	Actively reach out to key people in the field or related fields. Invite them and tag them to your profile with **@Catalyst2030** on Facebook, LinkedIn, YouTube, and **@Catalyst_2030** on X and Instagram. Use **#CatalysingChangeWeek2024 #CCW2024** with **#Catalyst2030** where possible to link your activity to the CCW2024 Campaign.
Step 5	Link to media influencers who write about the issue that you are working on.
Step 6	Blog about **#CCW2024** and connect with bloggers to get them involved.
Step 7	See 'CCW Social Media Toolkit 2024' to follow five steps to promote your session(s) on social networks.

How to work with the media?

Media coverage, whether traditional or online, can be a great source of exposure because of its cost-effectiveness - it's completely free - and wide reach. However, it can take time to research the appropriate media for your messaging, to establish relationships with editors, journalists, writers and bloggers and to pitch yourself to the media organisation and respond to interview opportunities.

5 tips to working effectively + productively with the media

Tip 1	**Develop solid relationships long before you "need" them.** You want to be prepared for your interaction with the media. If you have developed a solid relationship with the media outlets that matter to you, you will be in a much better position to respond to requests that may not show you – or your business – in the best light. There will be a relationship of trust established that will serve you well.
Tip 2	**Know the media most likely to target you and the media that you would like to target.** Be proactive in your dealings with the media. Develop a list of the media where you would like to receive coverage, as well as a list of media that are likely to be interested in your business and its activities. Your local media outlets are likely to be your best bets. Make sure you know who the editors are, and the reporters who specialise in your subject. If the list is very large, you will want to do some prioritisation.
Tip 3	**Create and focus on key messages.** You should have both general key messages about your business and its products/services that you use for every interview and specific key messages that you develop for each media interaction. Your general messages should focus on the messages that you want the media – and, ultimately, your target audience, to know about you.
Tip 4	**Be a "broken record."** While you can never anticipate with 100% accuracy what questions a reporter is going to ask you, you do know with 10 % certainty what your key messages are. You should refer to those key messages again and again throughout the interview.
Tip 5	**Make the reporter's job "easy."** Provide background information and additional materials, especially if your message is complex, and you are concerned about the reporter "getting it right." The added benefit of providing background information, though, is that reporters are busy people and if you have provided good, well-prepared information it is likely to be used.

Invitation Letter

Do not forget to invite key stakeholders and networks, existing and potential donors, your teams, friends and family. Be sure to ask them to spread the word about your sessions and CCW2024.

Please feel welcome to use this example email text below for invitations:

Subject: Join Catalysing Change Week during 6-10 May 2024

Dear (name),

I have the pleasure of inviting you to attend Catalysing Change Week 2024. It is the world's largest gathering of social innovators and entrepreneurs who will share knowledge, exchange ideas and accelerate collaborative systems change in more than 50-100 sessions and activities that will be held virtually from 6-10 May 2024.

It would be wonderful if you could attend the session that I am (*moderating/speaking in*):

- (*name of the session*)
- (*date and time of the session, or if in-person say where)*
- (*Zoom link*)

During the session, we will (*describe what your session will be about*). Other speakers include (*name other speakers and your moderator, unless you are the moderator, then just name the speakers*).

If you are unable to make this session, there are dozens more from which to choose. To explore other CCW2024 sessions, go to catalyst2030.info/CCWEvents. Make sure to register at catalyst2030.info/RegisterCCW.

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Coordinated by Catalyst 2030, the event brings together social entrepreneurs, representatives from the private sector, governments, funders, and others involved in systems change, to inspire change in support of achieving the SDGs. The CCW2030 programme includes hybrid, offline and online sessions and events. Let me know if you have any questions about my session or CCW2024.

Best regards,

Your name
Organisation
Relation to Catalyst 2030

Newsletter Text

Promote your session(s) in your own and partner newsletters, websites and online blog posts.

Feel welcome to use this example text below in your newsletter:

> **Join Catalysing Change Week 2024**
>
> For five days from 6-10 May 2024 you will have the opportunity to join us at Catalyst 2030's Catalysing Change Week (CCW). CCW2024 offers the unique opportunity to engage with the world's most innovative changemakers as they collaborate, co-create and share best practices. We know that you share our goal of bringing about the changes that are needed to achieve the SDGs by 2030, and we invite you to join us at this unique event.
>
> Join! Explore 50-100 sessions and activities at catalyst2030.info/CCWEvents. To attend CCW2024 sessions, register at catalyst2030.info/RegisterCCW.
>
> **#CatalysingChangeWeek2024 #CCW2024 #Catalyst2030 #SDGs #CatalysingChange**
>
> Catalyst 2030 is a global movement of social entrepreneurs and social innovators who share the common goal of creating innovative, people-centric approaches to attain the Sustainable Development Goals (SDGs) by 2030.

Press Release

Make sure to engage media and press about #CCW2024 and your session(s).

Download an example press release at catalyst2030.info/CCWResources

Press releases are an effective way to start conversation regarding CCW sessions and are a commonly used public relations tool for media coverage and visibility. The purpose of a press release is to get attention, make news and generate publicity. Most importantly, press releases are an effective way to spark interest in Catalysing Change Week in a factual and efficient way. A well-written press release can be considered a cost-effective marketing tool to gain the media's attention for a potential news story and a great way to make an official announcement.

Before sending a press release, ask yourself:

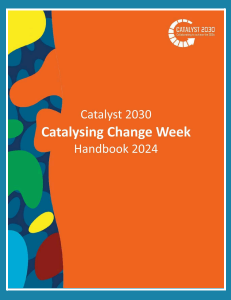
1. Will this information make an interesting headline for a journalist?
2. Is the news about Catalyst 2030 CCW going to appeal to my target publications?
3. Will my target audience find this news interesting and important?

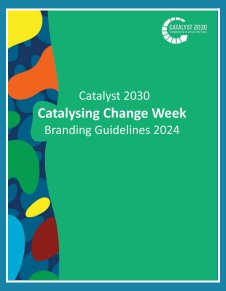
How else to promote your session(s) with the media?

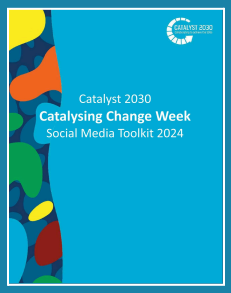
- Send out a press release, invite journalists to conduct interviews and attend your session(s).
- Contact your local, national, regional and international media platforms.
- Give interviews on TV, radio, magazines, etc.
- Join a podcast to share the importance of your session.
- Prepare a short promotional video teaser

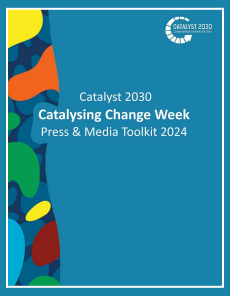
Download CCW2024 Resources

See the 'Resources' section on the CCW website: **catalyst2030.info/CCWResources**









Additional, resources include:

- PowerPoint templates
- Zoom background designs
- Logos, visuals/design tiles and templates
- Example Press Release
- Example Invitation Letter
- Promotional CCW2024 Video(s)
- Dedicate CCW2024 Resources Folder

CCW2024 Prep Sessions on Zoom will be held in March/April to share communications and promotional tips.