



Save the Children

# Nonprofit HubSpot SUMMIT X 2025



# Making Moments Matter:

## A Strategic Approach to Media-Driven Impact



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# Turning Media Moments into Long-Term Engagement

01

# Why Earned Media Matters

## Higher Engagement

- Earned media can generate stronger engagement than paid media through trusted third-party amplification.
- Coverage continues driving awareness long after initial publication.

## Building Trust

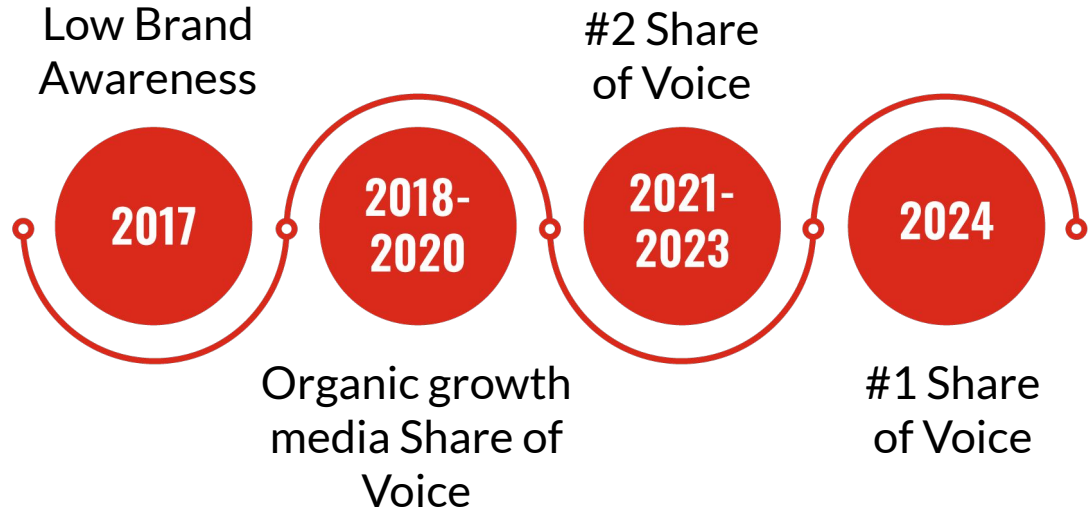
- 92% consumers trust earned media more than branded advertisements.
- Third-party validation builds authentic credibility that advertising cannot match.

## Cost Efficient

- Earned media is 3-5x more cost-effective than traditional paid advertising.
- Greater ROI with sustained brand awareness from lasting media mentions.



# The Power of Earned Media: Save the Children Canada Journey





# The Power of Earned Media: 2024 Results



**5.4K**

Total Earned Media  
Mentions



**2.1B**

Audience  
Reach



**\$19.4M**

Ad Value Equivalent



# From Media Moments to Lasting Impact: Kentucky Floods 2022

## Immediate Action

Rapid response to Kentucky Floods with on-the-ground assessment and aid delivery.

## Crisis Response & Media Engagement

Swift coordination with local media to highlight urgent needs and response efforts.

## Strategic Media Amplification

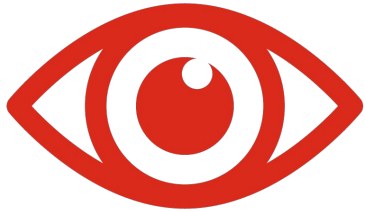
Targeted outreach to national outlets sharing compelling stories from affected communities.

## Measurable Results

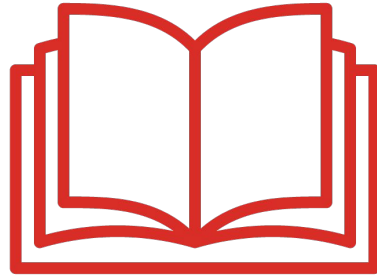
Increased donations, volunteer sign-ups, and long-term supporter engagement.



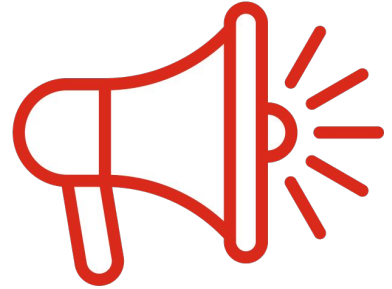
# Media to Long-Term Partnerships



Media Visibility



Compelling Storytelling



Strategic Outreach



# Gaza & Regional Crisis 2024 Results

**39%**

Media Share of Voice

**6**

New Corporate Partners

**\$800K+**

Raised

**1,000**

Employee Giving

# Getting Media-Ready & The Power of Storytelling

02



# Three key things you need to be media ready

1

## Trained Spokesperson

Identify representatives who can effectively share your charity's vision, needs and impact.

2

## Key Messages

What is happening?  
What are you doing about it?  
How can people help?

3

## Media Contacts

Build and maintain dedicated media relationships.

Following these three essential steps will help prepare your organization for effective media engagement and communications.

# The Power of Storytelling



**Maya Angelou**

*"There is no greater agony than bearing an untold story inside you."*



**Chimamanda Ngozi Adichie**

*"Stories are not just entertainment. They are a way to make sense of the world."*



**Tina Fey**

*"A good story is the best thing in the world. It can change everything."*

**Storytelling ignites empathy, transforms perspectives, and cultivates a deeper sense of connection that inspires real action.**





# Turning Stories into Action

How compelling narratives transform audience engagement into meaningful results

## Capture Attention

Compelling narratives break through the noise and grab media spotlight when facts alone cannot.

## Build Understanding

Stories translate complex issues into accessible human experiences through relatable contexts.

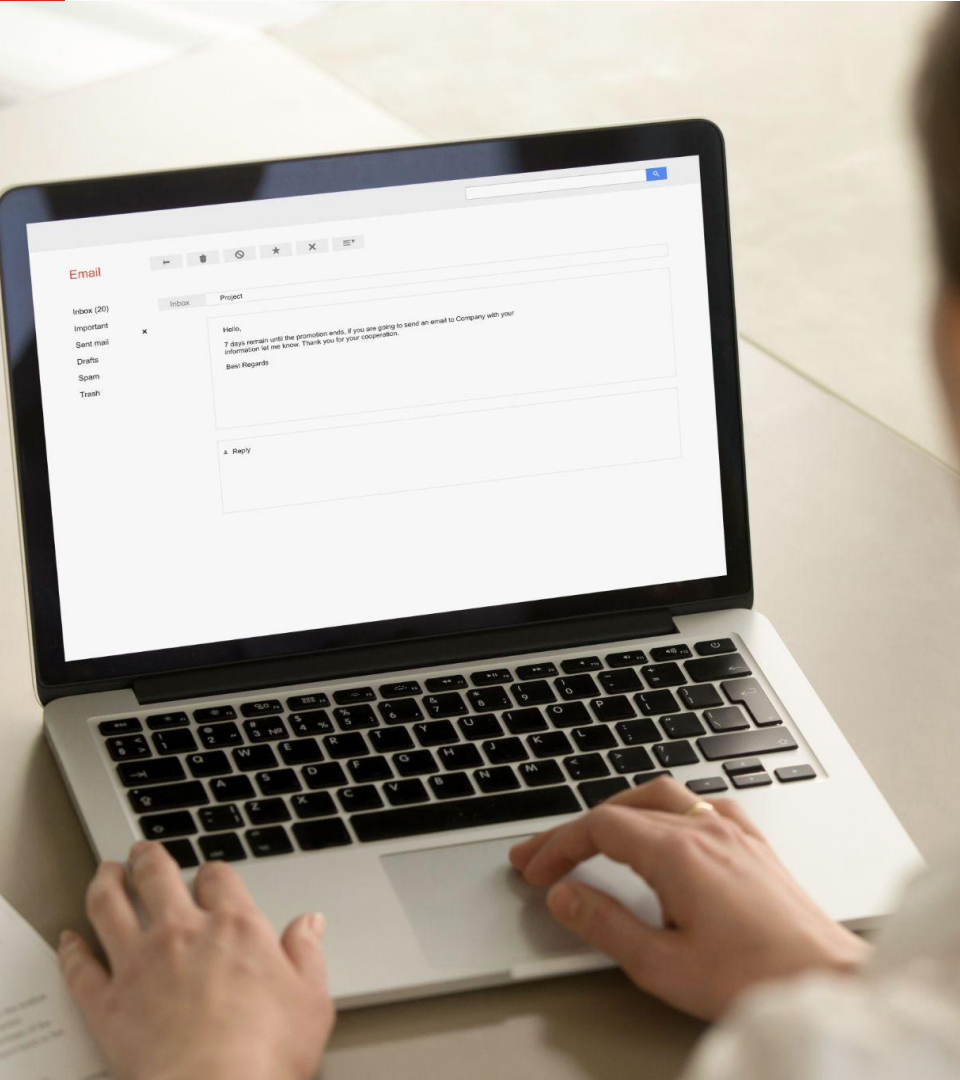
## Create Connection

Emotional resonance forms between storyteller and audience, bonding people to your cause.

## Drive Impact

Stories motivate action when statistics fall short, increasing donations by up to 25%.





# Strategy beyond the headline

## Positioning

Identify what you want to be known for and focus on that to position yourself

## Stand out

Many important causes exist. You can become an authoritative voice in your space – maximize your visibility

## Social media

Leverage social media for positioning and thought leadership

## Touch point integration

Encourage action beyond media coverage through various touch points

# Leverage Technology to Amplify Impact

03

# Leveraging Technology and Data Insights



## Data-Driven Strategy

Transform raw data into actionable insights. Use analytics to refine messaging and target outreach efficiently.



## Relationship Management

Build media connections systematically. Track mentions and measure impact with automated monitoring tools.



## Website & SEO Optimization

Optimize your website by making it easy-to-navigate. Use SEO strategies to attract supporters, drive traffic, and convert visitors into donors.

Implementing these technological approaches creates a foundation for continuous improvement in your media efforts.

# HubSpot x Earned Media



## Track Earned Media Impact

While passive brand engagement isn't always directly measurable, **HubSpot's reporting tools** can track the actions it drives.



## Measure Engagement Spikes

Capture **branded search volume** and **social engagement surges** following earned media exposure.



## Map the Donor Journey

See how those exposed to earned media **take action—** and ultimately **give**.

# Recap and Hot Seat

04



# Your Media Strategy Starts Now



## Build Trust

Establish credibility through third-party validation that advertising cannot match.



## Expand Reach

Access new audiences through strategic media placement and partnerships.



## Influence Policy

Shape public opinion and drive systemic change through informed advocacy.



## Increase Donations

Convert heightened awareness into tangible financial support for your mission.





# Your Voice Matters:

## Tell Your Story

1

What's happening?

2

What is your organization doing to respond?

3

How can people help?



**Thank You**

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