

THE POWER OF PUBLICITY

3000 Acts of Kindness Event for the Homeless Helps Thousands in the Twin Cities



The 3000 Acts of Kindness event that benefits the homeless every year took place at the Minneapolis Convention Center in Downtown Minneapolis on December 11th, and RMA Publicity is happy to share that three of the four major media outlets in the Twin Cities offered great coverage.

[FOX 9 News](#) went live from the event in the morning as preparations were being made for the more than 4,000 homeless people who came to the

event to pick up a brand-new winter coat, a hoodie, boots, a hat, socks, underwear and toiletries. [KSTP TV](#), [KARE 11](#) and the [MN Sun Sailor newspaper](#) covered the event as well.

All of the items that were given away were donated by individuals, as well as the event’s sponsors, including Chick-fil-A and Red Wing Shoes. Attendees were also offered free haircuts and foot massages provided by volunteers, and had access to social services that can help with temporary housing.

RMA Publicity’s 2023 Results

We are happy to share that 2023 was another successful year for RMA Publicity. We secured 145 media placements for clients, and promoted 20 events that we set up. Here’s the breakdown:

Total Media Placements in 2023



TV Interviews
81



Radio Interviews
15



Newspaper/Magazine
Stories
49



Events Arranged – 20

Since the company’s founding in 2019, RMA Publicity has secured more than 3,000 media placements for clients. Thinking of launching a marketing or publicity plan for your book, company or service in 2024? [Contact us today](#) for a free one-hour publicity consult and quote.

New this year, people who used to be homeless but are now in housing shared their personal stories throughout the day. Former addicts in recovery spoke at the event as well.

Event founder Danielle Igbanugo says this year's crowd was more than triple the 900 people who came the first year, and almost double the 2022 figure of 2,751 guests served. "Helping others is what we are called to do," said Igbanugo.



“The need is there. I see it every day, whether I’m in the suburbs, or in Downtown Minneapolis or St. Paul. It’s everywhere. I think at some point in our life we all need a hand. Someone who cares. Someone who is willing to help.”

Over the weekend, [FOX 9](#) and [KARE 11](#) did preview stories about the event, as volunteers were setting up.

Learn more about the 3000 Acts of Kindness event, which will soon begin preparations for the 2024 event, at Coatedinlove.org/events

RMA Publicity Secures 8 Media Placements for The Waters Senior Living in December



The Waters Senior Living has nine communities in Minnesota, two in Wisconsin and two in Pennsylvania, and the majority of them were in the headlines in December thanks to help from RMA Publicity.

The Waters of White Bear Lake senior living community held a Willy Wonka-inspired holiday party for the community on December 14, and it sure got a lot of attention.

Hundreds of people visited the community, and took advantage of the opportunity to pick up a free, full-size Hershey’s chocolate bar wrapped in a special wrapper. Inside one of the candy bars was a golden ticket good for a big prize... a basket filled with holiday treats prepared by a local candy shop.

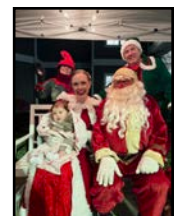
Several staff members dressed up as Willy Wonka characters for the event, and happily posed for pictures with guests.

A special preview story about the event aired on [KSTP Television's Twin Cities Live](#) show on December 11.

The Waters of Wexford

Santa, Mrs. Claus and a jolly elf visited The Waters of Wexford senior living community in Warrendale, Pennsylvania on December 20. In addition to posing for pictures, people who attended the party were also able to create holiday-themed crafts. Plus, all of the kids went home with a bag of reindeer food to sprinkle on their lawns on Christmas Eve. The event also served as a collection drive for the Greater Pittsburgh Food Bank.

RMA Publicity secured 2 media placements about the event: [WPXI TV](#) and [Yahoo! News](#)



The Waters on Mayowood

During the holiday season, one of the most enjoyable things to do on a cold, winter night is to drive around and enjoy all the holiday lights on display. The evening of December 14, Rochester, Minnesota residents were able to do that and more at The Waters on Mayowood senior living community's third annual holiday drive-thru party.

In addition to all the sparkling lights, there was music provided by The Old-Fashioned Singers and an appearance by Santa and Mrs. Claus. Plus, chestnut roasting over an open fire pit, and light refreshments available for all, including hot cocoa, cookies and candy canes.

[KTTC TV's Midwest Access](#) show aired a preview story about the event at 4 p.m., [KIMT-TV](#) aired stories in the evening and late shows, and on Dec. 18, [The Rochester Post Bulletin](#) published photos taken at the event on the front page of the paper.



The Waters of Edina



During the holiday season, it is a time-honored tradition for people to go door-to-door caroling, but it's not every day a professional choir comes into your living room to sing. On December 16, the Basilica of Saint Mary Choir visited four of The Waters senior living communities in the West Metro. It's all thanks to Mattie Melin, whose grandfather is in memory care at The Waters of Edina.

[KSTP TV](#) covered the concert as Mattie sang for her grandpa and the other residents. After the performance at The Waters of Edina, the choir continued on to The Waters on 50th, followed by The Waters of Eden Prairie and then The Waters of

Plymouth. At each of The Waters locations, the 40 choir members sang popular songs including *Deck the Halls*, *The First Nowell*, *Frosty the Snowman* and *Joy to the World*.

Silent Night, *Rudolph the Red Nosed Reindeer* and *O Come, All Ye Faithful* are also on their play list.

The Waters of Plymouth

Hootie Wakefield, whose real name is Ann Hewitt-Wakefield, celebrated her 105th birthday in style at The Waters of Plymouth senior living community on December 7, the day before her actual birthday.

Stories about the fun birthday party held to celebrate her big day aired on both [KSTP](#) and [KARE 11](#). Guests at Hootie's party included her children and some extended family, as well lots of neighbors, staff from The Waters, and several first responders from throughout the West Metro.



Happy Birthday Hootie!

The Hamilton County Reporter Covers “Selfies with Santa” at Outlook Hamilton

Every year as the calendar approaches Christmas, the lines at the mall to get photos taken with Santa get longer and longer. This year, people in Noblesville, Indiana, were able to skip the lines and get their photos done quickly at Outlook Hamilton, a 55 plus active adult community instead.

The local newspaper, [The Hamilton County Reporter](#), published a short story about the free event, which also served as a fun holiday party for the community. Cookies and cocoa were served.

Learn more about Outlook Hamilton online at [OutlookHamilton.com](#)



FOX 9 News and KSTP Cover Sanya’s Hope for Children Christmas Bag Packing Event

This year marks the 8th year that Prior Lake High School 12th grader Sanya Pirani and community volunteers have come together to sew bags using donated fabric, and then fill them with donated gifts to be distributed to children served by local charities. [FOX 9 News](#) was there as more than 60 volunteers filled 1,000 bags with donated toys and school supplies that were given to children served by four local charities: Sharing and Caring Hands, Minnesota Council of Churches Refugee Services, Shakopee Community Assistance, and the 3000 Acts of Kindness event for the homeless. In addition, [KSTP TV](#) aired a story the day before the event sharing the charity's request for more donations and volunteers.

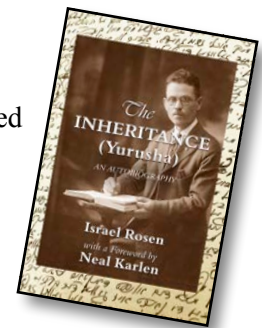


The bag packing event was held on December 9 at Shepherd of the Lake Lutheran Church in Prior Lake, Minnesota. Learn more about Sanya's charity at [SanyasHopeForChildren.org](#)

The Philadelphia Exponent Publishes Story About “The Inheritance”

Pretty much everyone in Philadelphia’s Jewish community is familiar with the Joseph Levine & Son’s Funeral Home, and knows the name Elliot Rosen. He has been a funeral director there for 40 years, tasked with the job of helping families honor the lives of lost loved ones.

Now 75 years after the death of his beloved grandfather, Elliot Rosen is telling Israel Rosen’s immigration story through a new book that is based on a compilation of notes written in Yiddish that the older man had left behind. [Calumet Editions released The Inheritance](#) in Fall 2023. There is a story about the book, and how it came to be in [The Philadelphia Jewish Exponent](#).



Also in December...

Rachel M. Anderson, founder of RMA Publicity, led the presentation, “The Value of Storytelling to Promote Your Business” at the Mound-Westonka Rotary Meeting on December 5. If your organization is interested in having me speak on this topic, [contact me](#) to make a formal request.



JJ Harrigan, author, *Goodbye Cuba*, had a table at The Old Fashioned Christmas Market at the Bird Island Cultural Centre in Bird Island, Minnesota on December 1 and 2, and he was interviewed on ["National Security This Week"](#) with Commander Jon Olson, U.S. Navy (Ret.), on December 6. The show aired on Northfield, Minnesota's KYMN-AM.



The Best Strategy for Planning a Successful Book Tour in the New Year

By Rachel M. Anderson,
Publicist, [RMA Publicity](#)



Because one of the best ways to move a significant number of books in a small amount of time is to go on a book tour to promote it, the major publishers have been doing these for decades. Recently, small press and self-published authors have been doing them too.

So what is the best strategy for planning a successful book tour? Here are 5 tips to get you started.

1. Establish a Budget

Unless you are a big-name author who is likely to draw a big crowd, the venues you will be appearing at are not going to pay an appearance fee or put you up in a hotel. This means all travel expenses will be your responsibility.

It is for this reason that I recommend authors incorporate book tours into a trip they are already planning to take. Have an upcoming business trip or planning a family vacation? If so, adding a book tour is easy to do. Plus, you can write off portions of your trip as book-related business expenses.

2. Reach out to venues several months before your planned trip.

One mistake a lot of authors make is waiting until after they have made their reservations to start reaching out to bookstores and other venues to try and set up events. This is counterintuitive as you have no way of knowing if there are even going to be any openings while you're in town.

A better way to proceed is to set up your events first, then time things so you're in the cities where the events are happening at the right time. Now is a good time to get started. Once the holiday season is over, most retailers once again have the capacity to focus on events.

3. Consider offering a workshop rather than just a reading.

Getting the attention of readers in a city where you have no connections can often be hard to do. It is for that reason that I suggest authors consider setting up workshops as part of their book tours rather than focusing exclusively on readings.

For fiction writers, some good workshop topics may be "How to get started on your manuscript," "How to find a publisher," or "How to outline your book." Nonfiction authors, meantime, can offer presentations related to their area of expertise.

One possible strategy is to reach out to community centers or libraries. Another is to try and line up a series of workshops taught through community education. If you decide to pursue this route, keep in mind that community education classes are typically set up months in advance.

As far as how to make sure you'll sell books, include a copy for each person who signs up for your class or workshop, and work the cost of the book into the fee you will charge.

4. Consider the logistics.

There's nothing more annoying than assuming the bookstore or venue will be ordering in books from the distributor, only to find out at the last minute they assumed you'd be bringing your own copies and selling them on consignment. Then you have to figure out how to secure a bunch of copies fast, and ship them out.

To make sure everyone is on the same page about this very important detail, discuss the logistics at the same time as you book the event. Most Barnes and Noble Booksellers stores will order in books from Ingram. Independent bookstores will typically want to do events with an out-of-town author on consignment.

Libraries will typically order in books only for their collections. If you plan to sell copies in the back of the room after the event, you'll need to bring your own copies. Community centers and schools aren't set up to order in books. You'll need to either ship the copies to the venue yourself ahead of time, or bring them with you.

5. Alert the Media

Once the tour is set, one of the biggest mistakes a lot of authors make is assuming the venues will take care of promotion. While Barnes & Noble bookstores will sometimes print up posters and put them up in the store to promote an event, most of the independent bookstores will not do any promotion at

all. It falls on the author or publisher to do the promotion if you want to try and draw a crowd.

When RMA Publicity sets up book tours for authors, we always prepare a press release about the tour, then reach out to media in all of the communities where events were being held.

Need help putting together and promoting a book tour of your own, [contact us](#) today.

Next Month's Publicity Tips Article:

Ideas for Financing Your Book Project if You Plan to Self-Publish

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MEDIA OPPORTUNITIES

If your book is relatable to any of the following events observed in January or February 2024, let us know! RMA Publicity may be able to help you secure publicity in the print, broadcast and/or online media for your book.

January is...

Get Organized Month
International Creativity Month
National Mentoring Month
National Personal Self Defense Month

Also Observed in January...

National Clean Off Your Desk Day – Jan. 8
Get to Know Your Customer Day – Jan. 18
Inspire Your Heart with the Art Day – Jan. 31

February is...

American Heart Month
Library Lovers Month
National Black History Month

Also Observed in February...

National Donor Day – Feb. 14

Source: 2023 & 2024 Chase's Calendar of Events

RMA Publicity