



National Defense Transportation Association

Current NDTA public relations support available for chapters

Product	Description	Type of event	Objective
Press release	Short news story sent to local press outlets	Fundraiser (golf tournament, auction, etc.) to raise money for scholarships, charity, or similar purpose	Increase awareness of chapter charitable events among local stakeholders not already affiliated with NDTA
Blog	Short, informal article attributed to a chapter leader/member (written with assistance from PR)	Broad range – fundraisers, chapter member profiles, chapter programs, accomplishments, etc.	Regularly highlight the vitality of chapters to both members and external stakeholders
E-mail blast	E-mail to NDTA corporate members	Charitable fundraiser, prominent speaker, educational program, etc.	Increase participation by informing corporate members about relevant events
NDTAGram	Inclusion in the Gram prior to an event	Charitable fundraiser, prominent speaker, educational program, etc.	Increase participation by informing NDTA members about relevant events
Social media	Posts on Facebook, Twitter, or LinkedIn; photo/graphic needed for most posts	Chapter events of interest to a broader public audience	Increase awareness of chapter activities by NDTA stakeholders; cross-promote information from other sources
NDTA website calendar	Basic details about scheduled chapter events, with POC	All scheduled chapter events	Provide a central location for interested parties to get basic information
DTJ	Column by a chapter leader highlighting chapter activities*	Broad range – fundraisers, chapter member profiles, chapter programs, accomplishments, etc.	Highlight the vitality of chapters to all NDTA corporate and individual members

*A previously written blog could do double-duty and be repurposed in DTJ