

Childhood Cancer Program PR Toolkit

This toolkit provides an overview of media best practices and templates to be leveraged by individual network offices in an effort to bring awareness to your donation, event or activations supporting childhood cancer.

If you have any questions, you can reach out to the Home Office PR Team:

- Lauren Samaha, Sr. Director, PR, laurensamaha@northwesternmutual.com
- Amy Baker, Asst. Director, PR, amybaker@northwesternmutual.com

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Media Best Practices

- **What is a media pitch?** Simply put, a media pitch is an attempt to get a journalist or media publication interested in your news so that they decide to cover it. Almost always, a media pitch is done by email, but it's also possible to do it via social platforms or telephone. When pitching media and sharing a news release, paste the news release into the body of the email following your signature.
- **Make sure you're pitching relevant media contacts.** Before writing your pitch, you should identify relevant media contacts to compile a media list, which is a list of people that could be interested in covering your story. Instead of sending your pitch to a news publication's general email address, it is best to address it to the person most relevant to the subject you're writing about. You can best find media contacts on the webpages of the publications you're hoping will cover the story.
 - Individual journalists have their own specializations (referred to as a "beat"). For instance, Jane Doe from *The Herald* who covers community news in your market, would be a great contact to reach out to while John Smith who covers politics, might not be the best fit.
- **Pitch your story to publications in the area where the story will be most relevant.** Keep your outreach targeted toward publications that cover news near your office and the nonprofit organization your office is partnering with.
- **Ensure the nonprofit organization your office is partnering with is aware of any external communications.** Allow your partners an opportunity to review your news release or media alert, especially if you plan to include a quote or offer interviews with any of their spokespeople.

Press Release Template

FOR IMMEDIATE RELEASE

For further information, contact:

Name, phone

Email

Option 1:

Northwestern Mutual hosts [insert number] annual [insert event name] to raise funds to further research towards better treatments and cures for childhood cancer

Option 2:

Northwestern Mutual donates [insert number] [insert meals/hours of research/learning materials/etc.] to [insert nonprofit name] to support [insert impact/outcome]

CITY, MONTH DATE, YEAR – Today, the Northwestern Mutual – (location) office proudly announces a donation of [insert number] [insert meals/hours of research/learning materials/etc.] to (organization) to support children and families affected by childhood cancer. This is possible due to a fundraising effort the organization hosted earlier this month, [insert name], which raised [insert dollars amount].

“Northwestern Mutual – (location) is committed to supporting those in the communities where we live and work,” said (name), (title) of Northwestern Mutual – (location). “Through our [event/donation] we are looking to support [insert name of charitable organization and include the impact that you are looking to have as a result of your donation].”

(Insert details of office’s support/involvement with the organizations/s).

(Insert quote from organization spokesperson).

Since (insert date office started supporting the organization), the Northwestern Mutual – (location) has donated a total of (amount) to (organization).

To learn more about Northwestern Mutual's continued efforts in the fight against childhood cancer, visit its Foundation's website [here](#).

About (organization)

(Insert organization’s boilerplate).

About Northwestern Mutual Foundation

The mission of the Northwestern Mutual Foundation is to improve the lives of children and families in need. The Foundation has given more than \$490 million since its inception in 1992 and is designed to create lasting impact in the communities where the company's employees and financial representatives live and work. We accomplish this by combining financial support, volunteerism, thought leadership and convening community partners to deliver the best outcomes. Our efforts are focused nationally on curing childhood cancer, and locally on education, neighborhoods and making our hometown of Milwaukee a great destination. Visit [Northwestern Mutual Foundation](#) to learn more.



About Northwestern Mutual

Northwestern Mutual has been helping people and businesses achieve financial security for more than 165 years. Through a comprehensive planning approach, Northwestern Mutual combines the expertise of its financial professionals with a personalized digital experience and industry-leading products to help its clients plan for what's most important. With more than \$627 billion of total assets being managed across the company's institutional portfolio as well as retail investment client portfolios, nearly \$36 billion in revenues, and \$2.3 trillion worth of life insurance protection in force, Northwestern Mutual delivers financial security to more than five million people with life, disability income and long-term care insurance, annuities, and brokerage and advisory services. Northwestern Mutual ranked 111 on the 2023 FORTUNE 500.

Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company (NM), Milwaukee, WI (life and disability insurance, annuities, and life insurance with long-term care benefits) and its subsidiaries. Subsidiaries include Northwestern Mutual Investment Services, LLC (NMIS) (investment brokerage services), broker-dealer, registered investment adviser, member FINRA and SIPC; the Northwestern Mutual Wealth Management Company® (NMWMC) (investment advisory and services), federal savings bank; and Northwestern Long Term Care Insurance Company (NLTC) (long-term care insurance). Not all Northwestern Mutual representatives are advisors. Only those representatives with "Advisor" in their title or who otherwise disclose their status as an advisor of NMWMC are credentialed as NMWMC representatives to provide investment advisory

Example News Release

FOR IMMEDIATE RELEASE

For further information, contact:Sophie Campbell, 1-800-323-7033
mediarelations@northwesternmutual.com**Northwestern Mutual empowers individuals and families impacted by childhood cancer with \$25,000 donation to Ronald McDonald House Charities of Chicagoland & Northwest Indiana***Funds will be used to cover four months of meals for 2,500 individuals and families at the Ronald McDonald Family Room in Edward Hospital*

CHICAGO, April 9, 2024 – Today, the Northwestern Mutual Chicagoland office proudly announces a \$25,000 donation to Ronald McDonald House Charities of Chicagoland & Northwest Indiana (RMHC-CNI) for the Meals from the Heart program at the Ronald McDonald Family Room in Edward Hospital. This donation will provide over 2,500 individuals and families affected by pediatric illness with meals at Edward Hospital, over the course of four months. These meals are served in the Ronald McDonald Family Room, offering families a comforting and home-like atmosphere to rest and regroup, away from the stress of the hospital.

“We are proud to stand alongside Ronald McDonald House in its commitment to support families undergoing treatment for childhood cancer and other serious diagnoses,” said Ryan Kramer, managing partner of Northwestern Mutual, Chicagoland. “Our donation will help those in our community of Chicagoland and further our commitment to making a positive difference where our Northwestern Mutual advisors and representatives live and work.”

“The support we’ve received from Northwestern Mutual has been instrumental in our mission to help families get better together,” said Holly Buckendahl, Chief Executive Officer, Ronald McDonald House Charities of Chicagoland & Northwest Indiana. “Their generous contributions enable us to continue providing access to care and the essential resources for families facing unimaginable challenges. We look forward to continuing this impactful partnership as we strive to create a brighter future for children and their families.”

Since 2021, the Northwestern Mutual Chicagoland office has donated a total of \$75,000 to its local Ronald McDonald House. This contribution has previously supported the upkeep of the family room at Edward Hospital and supporting the Ronald McDonald House near Northwestern Medicine Central DuPage Hospital in Winfield, which provides families with a homelike environment near their child’s hospital.

To learn more about Northwestern Mutual's continued efforts in the fight against childhood cancer, visit its Foundation's website [here](#).

About Ronald McDonald House Charities[®] of Chicagoland & Northwest Indiana (RMHC-CNI)

Ronald McDonald House Charities[®] of Chicagoland & Northwest Indiana exists so families can get better together. Each night, we keep 181 families close to the care and resources they need through six area Ronald McDonald Houses[®] and four Ronald McDonald Family Rooms[®]. Enabling families to stay close to



their hospitalized child supports the health and well-being of the child and saves families more than \$10 million in hotel and food costs each year. We are located inside or near Advocate Children's Hospital in Oak Lawn and Park Ridge, Northwestern Medicine Prentice Women's Hospital, Loyola University Medical Center, UChicago Medicine Comer Children's Hospital, Ann & Robert H. Lurie Children's Hospital of Chicago, Edward Hospital in Naperville and Northwestern Medicine Central DuPage Hospital. The Charity also operates the Ronald McDonald Care Mobile® program, providing medical care to children in underserved areas. RMHC-CNI is an independent not-for-profit 501(c)(3) organization and is an approved BBB Accredited Business and recipient of Guidestar's Platinum Seal of Transparency, and Charity Navigator's 4-star rating.

For more information, visit ronaldhousechicago.org.

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Donation Media Pitch Template

Subject: Northwestern Mutual donates [insert number] [insert meals/hours of research/learning materials/etc.] to [insert nonprofit name]

Hello (name),

Northwestern Mutual's (location)-based firm today announced a donation of [insert number] [insert meals/hours of research/learning materials/etc.] to (organization) to support children and families affected by childhood cancer. This is possible due to a fundraising effort the organization hosted earlier this month, [insert name], which raised [insert dollars amount].

Northwestern Mutual – (location) has been supporting (organization) for XX years to help support their cause. The funding has gone toward (high-level overview of programs/projects the money has supported).

This donation is an extension of Northwestern Mutual's Childhood Cancer program, which was created in 2012 to accelerate the search for better treatments and cures for childhood cancer, while supporting families undergoing treatment and survivors living with long-term effects of treatment.

Please find a news release with more information below. As you are planning your stories, I'd be more than happy to answer any questions you may have or connect you with a leader from the (location) office or (organization).

Best,

(Name)

(Phone)

+++

(Paste news release here)

Event Media Alert Template

***** MEDIA ALERT / PHOTO OPPORTUNITY *****

Northwestern Mutual – (location) to host (insert details about activation) to support local individuals and families affected by childhood cancer

On (day, date), Northwestern Mutual – (location) will host a/an (insert event/activation) to benefit (organization). The event will be held at (insert time) at (insert location). This event aims to (insert activation's goals).

(Insert details about nonprofit and office's support. Include event details as applicable).

WHO: · (Name), (title), Northwestern Mutual – (location)
· (Nonprofit) spokesperson/s

WHAT: Northwestern Mutual – (location) will (insert details about activation/activation's goals).

WHY: Northwestern Mutual – (location) is dedicated to accelerating the search for better treatments and cures for childhood cancer, while supporting families undergoing treatment and survivors living with long-term effects of treatment.

WHEN: (Date), (time)

WHERE: (Address)

VISUALS: (Insert event visuals)

CONTACT: **Prior to event:**
(Insert contact details)
(email)
(phone)

On-site:
(Name), (phone)



Event Media Pitch Template

Subject: Northwestern Mutual – (location) to host (activation) to support (insert event beneficiaries/goals)

Hello (name),

Northwestern Mutual's (location)-based firm is hosting (activation), an event on (insert date) that aims to (insert details about the activation's goals/beneficiaries). Media is invited to attend from (insert times) for interview and B-roll opportunities.

Please find a media alert with more information about the upcoming event below. I'd also be happy to connect you with a leader from the (location) office or (organization) in advance or at the event.

Best,

(Name)

(Phone)

+++

(Paste media alert here)