

Celebrities Outreach Guidance





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I. Why World PI Week?

World PI Week's overarching mission is to raise awareness of the importance of primary immunodeficiency (PI) diseases globally and stimulate efforts to improve the recognition, diagnosis, treatment and the quality of life for people with PI world-wide.

The first World PI Week was celebrated on 22-29 April 2011 and focused on increasing the understanding of these diseases and promoting optimal diagnosis. **The second World PI Week, will be celebrated on 22-29 April 2012, and will focus on access to appropriate treatment.**

World PI Week offers a crucial, visible opportunity to inform and educate health policy-makers, schools and families, and the general public about primary immunodeficiencies (PI) to drive the earliest possible diagnosis and optimal treatment. Through events and activities promoting the warning signs of PI, seminars, public lectures, video-diaries, and press conferences, the global PI community can unite to bring about positive changes in healthcare systems and practices around the world in support of people living with PI.

For more detailed information about PI Week please visit the website: www.worldpiweek.org

II. Why celebrities support

Celebrities are fantastic means of support to rapidly and effectively bring attention to a cause. They have a tremendous influence on the public and on the media. Besides, endorsement of humanitarian causes has recently become a trend among celebrities.

Celebrities support is an easy and efficient penetration tool which will enable you to reach out to high risk populations among the general public, who are not familiar with rare/genetic diseases, primary immunodeficiencies (PI), the immune system.

Celebrities' support will increase the visibility of the event and increase the impact of our call to action. Increasing public awareness of PI will also have a positive impact on governments, making PI a important topic.

III. How to start

- Carry out research to find celebrities who have been affected by immune deficiencies or whose relatives or friends have.
- Use agent directories like Spotlight (<http://www.spotlight.com>), the Red Pages (<http://www.theredpages.co.uk>), and IMDB Pro (<https://secure.imdb.com/>)
- Think of what target audience you are trying to reach out to (e.g. the public, politicians..) and target your outreach accordingly.
- Check what charitable/humanitarian work the celebrity is doing and take it into account: sometimes when a celebrity is already a spokesperson for a charitable cause it will be harder to get that person involved.



- Check out their websites for contact details
- Prepare a short pitch that you can use in a mail, email or on the phone, with a description of World PI Week, key figures (see website), key information on PID and different levels on involvement you suggest.
- Explain why their contribution matters, and how a short amount of their time can make a difference
- Use human stories: how early detection can save people from severe infections and unnecessary treatments
- Think of what they get in return (e.g. articles in the press, TV interviews..)
- Don't give up! Celebrities receive a lot of demands and their agents might have overlooked yours.

IV. What to say

- Straight off, show that your organisation and World PI Week are reliable
- Emphasize what the celebrities can get out of this involvement; highlight the large scale of World PI Week Worldwide, the media coverage
- Be flexible and ready to adapt your suggestions to suit the celebrity
- Explain that because of the nature of your mission, you need to reach out to the general public because there are people out there who do not know about PI and may find out too late that they suffer from it
- Refer to the website and be highly responsive if they need further information (e.g. poster, campaign materials)
- Prepare a statement that you would like them to give in advance

V. Involvement package

- To appear on website and/or be used campaign material
 - Name
 - Photo
 - A hand-written message
 - Quote: be ready to have a quote to suggest
 - Video: help with message assist with technicalities
- Invitation to an event, if you think this is feasible
- Promotion of World PI Week on their personal websites
- For soap operas or TV cartoons producers, ask them if they could do a video with one of the characters raising awareness of PI Week.

Don't be too ambitious, aim for a quote or a short video message. You can also ask the celebrity to simply tweet about World PI Week. Aim for more once you have established a good contact with the agent and if you have realistic, feasible and well thought involvement plan if you want the celebrity to be more involved, for example participate in event .



VI. Keep in mind

- Celebrities are also often reluctant to committing themselves to a long term association with a cause. Ask them for a punctual involvement. If they were happy with their contribution, it will be easier to commit them for the next year.
- What is your budget? Only travel and out of the pocket expenses are usually covered. Agree on budget limits before the celebrity's involvement!
- Stick to your agreement and don't ask them for anything that wasn't initially agreed
- Don't overwhelm them with information and don't use jargon
- Make sure to back-up the celebrity's involvement with large media coverage to maximise the benefits
- Once the celebrity is onboard, keep the contact to avoid last minute cancellation

VII.Contact

Do you need further information or assistance in your celebrities outreach?

Feel free to contact us!

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