

Celebrity Guidelines

Engaging celebrities in campaigns can be a highly effective way to engage the media and public interest. The following guidelines should help NMOs take the necessary steps to approach and engage celebrities. A template letter that can be sent to celebrities is also attached.

I. Getting started

- Carry out research to find celebrities who have been affected by immune deficiencies or whose relatives or friends have been affected. The most effective way is to usually brainstorm among some of your volunteers, patients, friends or with the sponsors. Alternatively, you can conduct general searches or check for contact details using google or directories such as:
 - Spotlight www.spotlight.com
 - IMDB www.imdb.com
- 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.
- Prepare a short pitch that you can use in a mail, email or on the phone, with key information on PID and different levels of involvement.
- Take contact via an introduction from a patient/friend/volunteer/sponsor where feasible.

II. What to say

- Explain why their contribution matters, and how a short amount of their time can make a difference, clearly outline what is expected of them.
- Use human stories: how early detection can save people from severe infections and unnecessary treatments
- Emphasize what the celebrities can get out of this involvement for instance highlight the scale of World PI Week or other campaigns, media activities planned.
- Be highly responsive if they need further information and be open to their suggestions
- Prepare a statement that you would like them to give in advance
- Demonstrate that your organisation is reliable and refer to other allied professional groups or sponsors that your organisation works with.

III. Involvement

- Set out how their endorsement will be structured, the length of time, the budget limits and how their name will appear on website and/or be used in campaign material: name, photo, personal message/quote and or video
- Whether they are expected to be involved/attend an event for instance World PI Week; visit with patients etc.

IV. Tips

- Be careful do not expect too much, just using a celebrity's name on material or on the website will be very valuable and powerful and might be all that they are willing to sign up to.
- Do not overwhelm them with too much information, with jargon or with too many requests.
- Leverage the celebrity's involvement with media coverage where feasible.

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- Once the celebrity is committed, keep the contact (usually through the agent) to avoid last minute cancellation.
- Thank the celebrity at the end of the event, or at the end of the year and set out all that has been achieved.

We would like to thank
World PI Week for the use
of their materials in
compiling these guidelines.



World PI Week

www.worldpiweek.org

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V. Template Celebrity Endorsement Letter

<Date>
<Name of celebrity>
<address to celebrity or agent>

<Heading>

Dear <insert name>,

We are writing to seek your endorsement of <our organisation/campaign>. As we understand (tailor for each celebrity):

you have recently demonstrated a considerable interest in PID due to your involvement in _____
your <father, daughter, wife> has recently been treated _____

Through this personal experience, we believe that you will appreciate the efforts of the international community to draw attention to the importance of raising awareness of Primary Immunodeficiencies (PID).

We hope that you would be willing to endorse our campaign.

If you agree to act as a celebrity endorser, your endorsement will appear on our website and we will mention your name in all press material. We can assure you that your name will not be referenced in any other way during our campaign. Any additional visibility of celebrities like you would tremendously benefit our cause. Should you have personal suggestions for involvement in raising awareness for PID we would be happy to discuss these with you.

In order to approve this invitation of endorsement we would just need a simple e-mail approval from you or your legal representative.

Thank you very much for your kind consideration of this request.

Yours sincerely,

<Signature>

NMO President name and title



<Signature>

IPOPI representative name and title

