



As part of our B Corp commitments (and because it's just the right thing to do) Gong donates 160 hours a year of PR and comms support to helping charities communicate their positive efforts and meet their objectives. In previous years we've worked with Refugee Support to help them on their mission to provide aid with dignity; African Entrepreneur Collective in their efforts to support local entrepreneurs in Rwanda (many of whom are refugees) so they can grow their businesses and create jobs; and Uganda Conservation Foundation to raise money for the rangers protecting critically endangered species.

## **GONG'S CSR PRESS OFFICE**

Each year we ask our employees to put forward the charity that they would like to support. This year we homed in on a subject close to all our hearts: refugees and displaced people. But choosing just one brilliant charity that we all care about is becoming harder and harder to do, because... well, we want to help them all! That is why we have launched a refugee press office.

Gong's refugee press office will act as a PR and communications resource for refugee charities, helping them to communicate their stories effectively, amplifying their voices and reaching changemakers and action-drivers. We will work with the charities to ensure their stories are media-worthy before putting our dedicated team of experienced PR experts to the job, tapping into our little black book of journalists who are as passionate as we are about supporting this cause.

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## HOW DOES IT WORK?

- The engagement starts with a meeting to understand more about the story or message you want to communicate.
- We'll then come back to you with our recommendations for how you can package it up and make a story that will work for media.
- You then send us the key information we'll need to pitch to journalists, such as a press release, case studies, and data points (if possible) which we can contribute to, ensuring it is as media-worthy as possible.
- We spend our time pitching your story to some carefully selected journalists that we know will be sympathetic to your cause and most likely to take an interest. This may result in some interviews, in which case we will guide you through the process and offer light media coaching where needed. The journalists will be from a range of outlets, depending on your needs and the audience you want to reach.

## WHAT DO YOU GET?

- Two to five hours of consultancy to help you determine the strongest story and understand what success in the media looks like for you.
- Ten hours of focused pitching to carefully targeted journalists and support with any media interviews that may come as a result of the pitching.

## WHAT ABOUT THE RESULTS?

- Nothing is ever guaranteed in the world of PR, it comes down to the strength of the story, the relationships with journalists, timing, and sometimes just a little bit of luck. What we can guarantee though, is that our journalist relationships and years of experience in finding the best story will put you in the strongest position to get the results you need.

## WHAT DO WE NEED FROM YOU?

- A timely and topical story that will suit the media agenda, but don't worry — we can help you with this bit!
- Information, insight, and data (if possible) to support your story — usually this is in the form of a press release.
- Someone who is willing and available to talk to press. This might not always be the founder of the organisation. Often, speaking to the refugees themselves makes for the strongest story.

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Gong will commit to 10 projects of this nature per year.

## HERE'S WHAT OUR PREVIOUS PRO BONO CLIENTS HAD TO SAY ABOUT US:

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"We are beyond delighted for this coverage! Thank you so much for making this happen and for facilitating such an easy process with the journalists. We are so grateful that the stories of the impressive people we work with across East Africa can be told around the world and for your partnership to make this happen."

**Sara Leedom, COO & co-founder,  
African Entrepreneur Collective**

"The event was a GREAT success. I know that the founders were delighted with the way it went too. I think we achieved our objectives of creating a great evening of conversation where refugees are considered to be an important part of our society and a group who should be considered in the general topic of D&I. And also very importantly Refugee Support Europe is a name now known to some pretty important influencers in business. Hopefully relationships with some of the audience will evolve and allow us to grow and improve the services we offer to refugees. It was a really good experience working with you lot of lovely professionals and I hope that if possible, we can continue to do this. Sincere and huge thanks to you all."

**Eve Linieres, Trustee Refugee Support**

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