

## Fundraising App Receives Rare Media Pickup From Single News Direct Distribution

### Synopsis

Julian Lavelle, Director of Marketing at Kilter, an activity-based fundraising platform, shares how a single press release distribution through News Direct earned Kilter three broadcast media opportunities.

### Background

[Kilter](#) is an activity-based fundraising platform whose mission is to make a positive impact on the health of the world. By participating in a variety of events ranging from hiking to swimming, participants compete with one another to earn contributions for their favorite charities. Since its inception, the platform has raised more than \$500,000 and hosted over 200 events.

The platform recently launched one of its largest campaigns to date. Kilter teamed up with New York Jets legend Nick Mangold to host a 20-day wellness challenge to support and honor the families of fallen 9/11 first responders. The Nick Mangold 20-74 Challenge supported Answer the Call, a nonprofit assisting families of New York City police officers, firefighters, port authority police, and EMS personnel killed in the line of duty.

To amplify the campaign, the Kilter app team decided to distribute their first press release on News Direct on Aug. 12, 2021, titled [“NY Jets Legend Nick Mangold Teams Up With Kilter For 9/11 20th Anniversary Challenge Supporting Answer The Call.”](#)

### Rare Media Pickup

With a single news release, Kilter received three broadcast media inquiries—which is extremely rare in the wire industry. Fox Executive Producer Christian Audesirk reached out hours later to ask if Mangold would be interested in an interview on the daily sports show. Sports Anchor and Reporter Chris Onorato of NewsChannel 13, an NBC affiliate in Albany, NY, also inquired about scheduling an interview with Mangold for the network’s web-based program StreamYard. Not long after, Kilter received a third request from New York PIX11 News.



“We probably could have gotten local story pick ups if we sent this release out on our own, but we couldn’t have had the reach to these larger affiliate programs without News Direct,” said Lavelle. “It’s incredible to be able to share the story about this particular event, and get more people on the platform to raise money for this cause.”

## One of Three Interviews Gained

[WNYT NewsChannel 13](#)

This broadcast is a direct result of the press release distributed on News Direct. As a result of the broadcast and the press release, app downloads increased over 100%. App downloads were a key success metric for Kilter – and News Direct helped them exceed their goal.



## Additional Advantages

Not only was Lavelle impressed with the media pickup results, he also found the entire News Direct workflow to be seamless and intuitive.

“The platform is super intuitive and well put-together,” Lavelle said. “I had a tutorial, where a representative walked me through the site, but I don’t think I needed it. The platform takes you step by step, making set up easy. The process was quick, too. We had press written, but it only took 30 minutes to get it ready and schedule it. It didn’t take a lot from the company’s end.”

Lavelle also praised News Direct’s customer service, explaining he was easily able to hop on a call with a representative, receive a walkthrough, and other helpful resources. News Direct’s distribution filtering system also enabled the Kilter team to specifically target certain beats and outlets including sports, nonprofit, and technology.

## Why News Direct

News Direct is a [modern news distribution platform](#) custom-designed by industry veterans to meet the demands of modern media outreach.

[Schedule a demo today!](#)