



Volunteer Media Coverage Guide

Updated: 2.29.24

Through media coverage opportunities, Angel Flight West spreads mission awareness to recruit volunteers and supporters and helps more patients learn about our services. We encourage volunteers to respond to media coverage opportunities with the support of AFW staff.

Please email AFW's Communications Manager at jessicah@angelflightwest.org when responding to any media outlet inquiries. This allows us to build upon media partnerships while ensuring the most updated and accurate information is conveyed in each story. This document includes tips for media coverage, frequently asked questions by media personnel, our boilerplate, and social media links.

Review our volunteer media policy here: <https://www.angelflightwest.org/volunteer-communications-policy/>. As a member of Angel Flight West's community, you agree to be respectful of the organization, its mission, the passengers, volunteer leadership, and its employees in all communications that reference AFW.

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Tips for Media Coverage

Passengers: Unless a passenger has given permission or is part of the interview, it's best to speak of your missions without using passenger names. "One of my passengers flew from...."

*If a passenger has given permission, use only their first name.

Our Name: Always make sure to use our organization's full name: **Angel Flight West**. If "West" is left off, our organization will be confused with a variety of other charitable aviation organizations with similar names.

Other Charitable Aviation Organizations: While we maintain positive relationships with the Air Care Alliance and other similar organizations, Angel Flight West is its own 501©(3). We are not connected to any other charitable aviation organization.

Press Kit: Our Press Kit is updated quarterly and is a great resource to send to media for factual and updated information. The most updated Press Kit can be found in the Volunteer Toolkit.

<https://www.angelflightwest.org/about-us/press-kit/>

Logos: Only use current logos. Current logo files can be found in the Volunteer Toolkit. The logo below is no longer in use.



Digital and In-Person Interviews: We encourage volunteers to wear Angel Flight West attire, when possible, for media interviews. A link to an Angel Flight West digital background for Zoom interviews can be found in the Volunteer Toolkit.



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Media Relationships: We strive to build positive media relationships regionally and nationally. Due to the nature of news, there will be times that media contacts will need to postpone or cancel a story. However, by maintaining a positive relationship, it's more likely that this outlet will cover a story when time permits in the future.

Frequently Asked Media Questions

Not sure of an answer? It's ok to not know the answer to something, but you should never guess. The best response if you don't know an answer is, "I'm not sure of the answer to that, but I can put you in touch with Angel Flight West staff" or "A team member from AFW can better answer that question."

What is the mission of Angel Flight West? Angel Flight West delivers health and hope using donated flights to serve those with healthcare or other compelling human needs. In the air, Angel Flight West links volunteer pilots and commercial airlines with people whose non-emergency health needs require air transportation to access care. On the ground, volunteer drivers ferry passengers to and from their departure and destination airports.

What kind of missions do you fly? Though we're best known for linking passengers to valuable medical resources, we also provide transportation for other humanitarian purposes, such as individuals and families escaping domestic violence, disaster relief, therapeutic programs for veterans, and children's specialty camps.

What is the process for flying with AFW? Angel Flight West passengers will never be charged for any service, and they can fly with us as many times as they need. Our flights are typically in small, private planes that allow us to easily collect passengers in remote or rural areas. Passengers fly with us for a variety of compelling reasons, including due to financial need, geographical location, or because illness prevents them from using public transportation.

How many missions does Angel Flight West fly a year? On average, Angel Flight West complete 5,000 missions a year.

How many lifetime missions has Angel Flight West completed? As of February 2024, Angel Flight West has completed more than 100,000 flights for people in need of transportation to health care.

How long has Angel Flight West been around? Angel Flight West started in 1983 and has been around for 41 years.

Where do the funds come from to complete missions? Volunteers donate time, fuel, and aircraft to help passengers travel to far-off medical care.

Outside of these generous donations from volunteers, Angel Flight West depends on donors and supporters to raise funds to cover other costs related to staff and mission operations, digital and in-person outreach initiatives for volunteers and passengers, technology, infrastructure and more.

How do you support people in Alaska? Angel Flight West has a partnership with Alaska Airlines to provide transportation within Alaska and Hawai'i, as well as flights for residents of Alaska who need medical treatment in the Lower 48 and people in Hawai'i seeking care on the mainland.

How many volunteers are involved with Angel Flight West? Angel Flight West has around 3,000 volunteers, including volunteer pilots, Earth Angels, and outreach volunteers.



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Where can viewers donate to Angel Flight West? <https://www.angelflightwest.org/give/>

Where can viewers learn more about Angel Flight West? www.angelflightwest.org

Boilerplate (Media outlets often ask for a boilerplate, which is an expanded overview of our mission):

Transportation challenges create one of the most daunting barriers to healthcare—a barrier second only to the cost. As a volunteer-led, nonprofit organization, Angel Flight West's volunteer pilots fly people to their medical appointments at no cost to the passenger.

Angel Flight West has spent four decades—and provided more than 100,000 flights—creating pathways to healthcare across the Western United States, arranging donated flights to people in need and providing them safe passage to and from medical care. On the ground, Earth Angels drive passengers from the airport to the medical facility, also free of cost.

Though we're best known for linking passengers to valuable medical resources, we also provide transportation for other humanitarian purposes, such as individuals and families escaping domestic violence, disaster relief, therapeutic programs for veterans, and children's specialty camps.

Angel Flight West Social Media Channels

We encourage volunteers to tag Angel Flight West in the platforms below with passenger permission.

Facebook - <https://www.facebook.com/AngelFlightWest>

Instagram - <https://www.instagram.com/angelflightwest/>

LinkedIn - <https://www.linkedin.com/company/angel-flight-west/>

YouTube - <https://www.youtube.com/user/angelflightwest1>

Google Business - <https://g.page/r/CX1GI0sv80cEEAE>

Blog - <https://www.angelflightwest.org/news/>