

Why should you do a press release?

Share your story with supporters through news media

A press release is a standardised way of sharing information with journalists and, if well written, will inform journalists at a glance about the issues you are covering. This makes it less time consuming for them to read improving your chances of getting it published.

For voluntary organisations, a press release is an excellent way of communicating newsworthy information to your supporters. This could be about forthcoming fundraising events, changes in personnel, reaching a milestone or anniversary or launching a new appeal.

Prior to issuing a press release, you need to understand what a reporter needs in order to tell your story providing them with the right information. They will not promote your services but will be interested in learning about what you do and the benefit you bring to the community. Above all they are keen to offer their readers, viewers and listeners a different point of view.

Press Release layout

Press Release

For immediate release [date] - if you want the media to run the story straight away or

Embargoed for [date/ time] - if you want it to be released at a specific time and date

Headline

An eye catching headline that is short, punchy and to the point

Begins:

Introduction to the story include:

- **What** has happened or is about to happen
- **Who** is involved
- **Where** did it happen or is about to happen
- **When** did it happen or is about to happen
- **Why** has it happened or is happening

Body of text to include more detail about the story, including quotes from someone involved to reinforce the message

Conclude with outcome or other relevant information

Ends

Notes for Editors

- Here you provide a brief background of your organisation outlining what services you provide. Include any other relevant facts and figures

Contact - Don't forget to add contact details; name, address and logo of your organisation and most importantly don't forget to add your www.localgiving.com donation page!

10 tips to remember:

1. Know your local media - read your local paper, listen to the radio and watch local TV channels to establish the type of stories mentioned. Don't forget to use online forums, directories and blogs to help spread your message
2. Build up a good working list of media contacts
3. Keep your press release short and to the point - no more than one page, standard font and 1.5 line spacing
4. Send your press release in an email - if sending out a press release via email, send it in the body of the email and not as an attachment as it is more likely to bounce as an attachment. Avoid using logo's in this instance
5. Include stories about human interest, something controversial or unexpected events which will grab attention
6. Don't forget to follow up your release - make sure your contact has received your press release and that they intend to run with it. Ask if they require any additional information.
7. Choose your time to contact journalists - avoid making initial contact when the journalist is approaching a deadline as they will be too busy to speak
8. If a journalist isn't interested, ask why? This will help you with your next story
9. Don't be put off - if your press release isn't used on this occasion, keep trying
10. Include photos to grab attention and make your story more interesting; don't forget you can do a press video which you can share on your social media sites!

To find out how writing a press release can help you communicate with your local media and supporters please contact [Carol Strachan](#) – Donor Marketing Officer Slough CVS on **01753 524176**.