Guidelines for writing and distributing a news release about your grant

Once your grant is confirmed, send a news release to your local newspaper/s and news blogs (e.g., Patch.com). Also post it in your website's News Room, on your Facebook page, tweet about it, and post a message on our Facebook page (FCCFoundation). **You do NOT need to send your news release to us.** These guidelines will help you write a basic release.

Journalists prefer to receive a news release in the body of an email. Use upper and lower case letters, like this. Do *not* use all UPPER CASE LETTERS.

Journalists do *not* want any attachments. If you have high-resolution photography, mention that at the top of your email.

Your email subject line should include the name of your organization and the grant amount. It should also be short. For example, in the case of this fictional grant:
LMNOP receives $10,000 grant

When the journalist opens your email, s/he should see at the top of the message area if you have photo/s available and your contact information. For instance:
Photo available
Contact: Name Name, email@address, 203-555-1234

Next, repeat and expand your email Subject headline and make the font bold:
LMNOP gets $10,000 grant from Fairfield County's Community Foundation

The first paragraph echoes your headline and covers Who, What, When, Where, Why. E.g.,
LMNOP in City recently received a $10,000 grant from Fairfield County's Community Foundation to support its operating costs.

The second paragraph provides more details:
LMNOP, which teaches up to 200 immigrant children and their parents English each year, directs nearly all of its budget to teaching materials. Grants and donations to its operating expenses helps it staff and run its facility at 100 Main Street in City.

The third paragraph is ideal for a quote from your executive director or board chair, such as:
"This grant will help us update our software and provide professional development training for key staff members," said Name Name, title. "Grants like this help us run more efficiently so we can be even more effective."

The fourth paragraph can provide more information about your organization. For example:
LMNOP, founded in XXXX, has helped more than X,XXX children and adults become proficient in English. It also provides after-school care for children ages 5 to 9 that includes English reading, arts expression and playtime.

The fifth paragraph is about Fairfield County's Community Foundation. Use this exact language:
Fairfield County's Community Foundation promotes philanthropy as a means to create change in Fairfield County, focusing on innovative and collaborative solutions to critical

issues impacting the community. Individuals, families, corporations and organizations can establish charitable funds or contribute to existing funds. The Community Foundation is in compliance with the Council on Foundations' national standards, and has awarded $180 million in grants to nonprofits in Fairfield County and beyond. For more information, visit www.fccfoundation.org.

The last paragraph is about your organization, for instance your mission and website address: LMNOP teaches English to immigrant children and families to help them do well in school, perform at work, and connect with their community. It provides free classes and workbooks, and runs an after-school program for immigrant children in kindergarten through fourth grade. Visit www.LMNOP.org.

Here's how it comes together:

Email subject: LMNOP gets $10,000 grant

In body of email:
Photo available
Contact: Name Name, email@address, 203-555-1234

LMNOP receives $10,000 grant from Fairfield County's Community Foundation

LMNOP recently received a $10,000 grant from Fairfield County's Community Foundation to support its operating costs.

LMNOP, which teaches up to 200 immigrant children and their parents English each year, directs nearly all of its budget to teaching materials. Grants and donations to its operating expenses helps it staff and run its facility at 100 Main Street in City.

"This grant will help us update our software and provide professional development training for key staff members," said Name Name, title. "Grants like this help us be even more effective at our mission to help immigrants become proficient in English and productive community members."

LMNOP, founded in XXXX, has helped more than X,XXX children and adults become English speakers. It also provides after-school care for children ages 5 to 9 that includes English reading, arts expression and playtime.

Fairfield County's Community Foundation promotes philanthropy as a means to create change in Fairfield County, focusing on innovative and collaborative solutions to critical issues impacting the community. Individuals, families, corporations and organizations can establish charitable funds or contribute to existing funds. The Community Foundation is in compliance with the Council on Foundations' national standards, and has awarded $180 million in grants to nonprofits in Fairfield County and beyond. For more information, visit www.fccfoundation.org.

LMNOP teaches English to immigrant children and families in City to help them do well in school, perform at work, and connect with their community. It provides free classes and workbooks, and runs an after-school program for kindergarten through fourth grade. Visit www.LMNOP.org.

END

Use this fill-in-the-blank as your guide:
Email Subject: (Your organization) receives $_____ grant

Body of Email:
(Include only if you have photo/s) Photo available
(<u>Always</u> include) Contact: Your Name, email@address, 203-555-1234

(Your organization's name) receives $_____ from Fairfield County's Community Foundation

(Your organization's name) in (your city) received a $_____ grant from Fairfield County's Community Foundation to support its (program name/work you do/operating costs).

(Your organization's name) (what you do) (who you help). (Why the program/work matters).

"Quote from your executive director or board chair about how this grant will be used," said (Name Name, title). "Finish quote with how the grant will help your mission."

Include more info about your organization here—year it was established, data on what you've accomplished to date, more details about who/what you serve, in which towns, what you provide, what you aim to accomplish.

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Your "about us" paragraph goes here. Who you are, what you do, how you do it. Your website address.

END

Distributing and posting your news
- Email your release to your local newspaper/s and news blogs (e.g., Patch.com). Some news blogs encourage you to upload your news release and photo (the Patch.com website guides you through this process—setting up an account may take several days).

- If you don't have an email address, go to the newspaper's website, then click on "Contact." Look for "News" "Editorial" or "News releases" for a name and email.

- Post the news on your own website and Facebook page, and tweet the core news ("LMNOP gets $10,000 grant from Fairfield County's Community Foundation! Big boost to teach English to immigrant children, adults. @FCCFoundation")

- Post the news on your own Facebook page.

- Also post to our Facebook page (FCCFoundation), e.g., "Thank you Fairfield County's Community Foundation for the $____ grant! It will help us _____."