



Sample Press Release

Attachment A

[Your organization's name and/or logo at the top]

FOR IMMEDIATE RELEASE
(Date)

CONTACT: (name of contact at your organization)
(phone number)

[ORGANIZATION] RECEIVES [\$ AMOUNT] GRANT FOR [PROJECT FUNDED]

The [organization] recently received a [\$] grant from the Jewish Community Foundation of Greater Hartford to support [project]. *(If other named funds were involved with the grant, see the wording examples under the Sample Grant Award Language section.)*

The second paragraph should provide more detail about the project and the grant. If appropriate, you could add a quote from your executive director or board chair. For a significant-sized grant or if the Foundation is providing second or third year funding, we may like to offer a quote to the story too.

Add a final paragraph to provide more detail about your organization and provide contact information and a website if available.

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This indicates the end of the press release.

If it is a two-page release, put - more - at the bottom of the first page.

Press Release Tips:

- 🌀 Keep the press release to one or two pages maximum. Less is more. Be brief, but clear and concise.
- 🌀 Use an easy-to-read font with a 12 point typeface. Lines should be either double-spaced or one and a half spaced.
- 🌀 Put yourself in the shoes of the reporter. Keep the information factual, accurate, easy to understand, and easy to reprint. In some cases, a reporter may wish to cover an upcoming program or event in person. Contact the newspaper before writing your press release.
- 🌀 Whenever possible, include a good quality photo that tells the NEWS of the grant, not the publicity, with the press release. Give the reporter a photo that tells a news angle and your press release might become a story. For some programs or events the newspaper will send a photographer. Call them and ask.
- 🌀 In the photo, be sure to identify everyone and get up nice and close.
- 🌀 Submit your press release to the newspaper in a timely fashion. They will not want to print "old news". Keep in mind that it can take up to a week for your press release to make it into the paper, or even longer if it is a weekly paper.
- 🌀 Ask the newspaper if they prefer to receive press releases via email.
- 🌀 The contact person on the top of the press release should be prepared to answer questions about the program/event if the reporter contacts them.