

Grantee Guidelines for Writing and Distributing a News Release

Once your grant is confirmed, send a news release to your local newspaper/s and news blogs. Also post it in your website's News Room, on your Facebook page, tweet about it (@TGKVF1), and post a message on our Facebook page (The Greater Kanawha Valley Foundation). **You do NOT need to send your news release to us.**

The following statement should be included in any press, presentation, or promotion of a TGKVF funded project: "The {title of project} has been made possible in part by a [grant year] grant from The Greater Kanawha Valley Foundation."

The following guidelines will help you write a basic press 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.
- Typically, journalists do *not* want any attachments. If you have high-resolution photography or video with excellent audio, 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, email@address, 203-555-1234

The body of your message should include the following:

- Repeat and expand your email Subject headline and make the font bold:
LMNOP gets \$10,000 grant from The Greater Kanawha Valley Foundation
- The first paragraph echoes your headline and covers Who, What, When, Where, and Why. For example, "LMNOP in City recently received a \$10,000 grant from The Greater Kanawha Valley Foundation to support its _____ project."
- The second paragraph provides more details:
"LMNOP, which teaches up to 200 at-risk children each year, directs nearly all of its budget to teaching materials. Grants and donations to its _____ project 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, 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 reading. It also provides after-school care for children ages 5 to 9 that includes math, arts expression, and playtime."
- The fifth paragraph is about your community foundation. Use this exact language:
The Greater Kanawha Valley Foundation's mission is to make thoughtful and proactive investments that grow the multiple forms of wealth necessary for our community to thrive. The Foundation serves a six-county region that includes Boone, Clay, Fayette, Kanawha, Lincoln and

Putnam counties. The Foundation's vision is a forward thinking and closely connected community that fearlessly works together to promote prosperity for all. Established in 1962, TGKVF is one of the top 100 community foundations in the nation. For more information, visit www.tgkvf.org.

- The last paragraph is about your organization, for instance your mission and website address: For example, "LMNOP teaches reading skills to at-risk youth to help them do well in school, perform at work, and connect with their community. It provides free classes and workbooks and also runs an after-school program for children in kindergarten through fourth grade. Visit www.LMNOP.org for more information.

Distributing and posting your news

- Email your release to your local newspaper/s and news blogs. Some news blogs encourage you to upload your news release and photo (setting up an account may take several days).
- If you don't have the contact's email address, go to the medium's website, then click on "Contact." Look for "News" "Editorial" or "News releases" for the appropriate contact information.
- Post the news on your own website and Facebook page, and tweet the core news ("LMNOP receives \$10,000 grant from The Greater Kanawha Valley Foundation! Big boost to teach at-risk youth! @TGKVF1")
- Post the news on your own Facebook page.
- Also post to our Facebook page (The Greater Kanawha Valley Foundation). You might post something like "Thank you The Greater Kanawha Valley Foundation for the \$ ____ grant! It will help us _____."

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