

Getting Media Coverage



There are many opportunities for nonprofits to reach out to the media and share the great work you are doing and how it's affecting those in need and the community in general. Many newspapers, radio stations and TV news want (and are required) to share PSAs or other 'feel good' stories. It's your job to craft the message and get it out there. Here are some ideas for different types of press releases:



1. Service Launch Press Release

Used to announce a new product or service. It typically includes:

- Service features and benefits
- Launch date
- Qualifications or need being met
- Quotes from executives or board members



2. Event Press Release

Promotes upcoming events such as conferences, fundraisers, or grand openings. It includes:

- Event details (date, time, location)
- Purpose and significance
- Key speakers or guests
- Registration or ticket info



3. Executive or Staff Announcement

Announces new hires, promotions, or leadership changes. It often includes:

- Background of the individual
- Their new role and responsibilities
- A quote from the person or company leadership



4. Rebranding or Company Update

Used when a company undergoes a major change such as a name change, logo redesign, or strategic shift. It covers:

- Reason for the change
- What's new
- Impact on clients, community or stakeholders



5. Partnership Announcement

Highlights collaborations, or partnerships. It includes:

- Details of the partnership
- Strategic goals
- Quotes from both parties



6. Award or Recognition Announcement

Celebrates achievements, honors or grants received. It includes:

- Details of the award or grant
- Why it was given
- What it means for the company or individual

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You might have to be creative if no major event or change has occurred in your organization. You can always recognize an annual milestone, like a 5-year anniversary, or share the history of your organization. Maybe there's a national recognition month, day or week that aligns with your organization's focus area.

Example:

Your Nonprofit Logo Here

FOR IMMEDIATE RELEASE

Date

Media Contact:

Full Name, Title

Phone Number

Email Address

Website

HEADLINE GOES HERE

A short, compelling statement about your news

Example: Nonprofit Launches New Program to Empower Adults with Autism in [City]

SUBHEADLINE (Optional)

A single sentence with more context or impact

Example: New initiative expands services to meet growing community need.

CITY/STATE MONTH/DATE/YEAR

Write your opening paragraph here. Include the who, what, when, where, and why in 2–3 sentences. Keep it clear and newsworthy. Use this paragraph to provide more background and details. Explain the problem your nonprofit is addressing, why this matters, and any supporting statistics or context.

“Insert a compelling quote from leadership, a board member, or someone impacted by the nonprofit's work,” said [Name, Title]. “Quotes should be authentic and human, highlighting the importance of the announcement.”

Add another supporting detail paragraph if needed—such as event logistics, program details, or specifics about how the community can participate.

Include a clear call to action: how the public can attend, volunteer, donate, or learn more.

ABOUT [Your Nonprofit Name]

In 3–4 sentences, describe your nonprofit's mission, history, and impact.

Example: Founded in [year], [Nonprofit Name] is a [city]-based nonprofit dedicated to [mission statement]. Through [programs/services], the organization empowers [target population] to [outcome].

For more information about (your organization) contact (have your contact info here, email, phone, etc.)