



## Press Releases for Nonprofits: Information and Sample Releases

By [Joanne Fritz](#), About.com Guide and Free Press Release Center

### Both Content and Format are Crucial

Press releases are not just for the press any more. They can be posted on your website for all to read and to help optimize your site for the search engines.

Nonprofit Press releases will vary, but the standard format is usually similar to the example below.

### Basic Elements of a Nonprofit Press Release

1. **When the release can be distributed.** Usually, the release will carry the words, **FOR IMMEDIATE RELEASE.**  
(This can be put above or below the headline and can be on either side of page)
2. **Headline**  
(Centered across top of organization's letterhead or special news release stationary)
3. **Organizational info:**  
(Can go above the headline or below. Usually appears on the left side)
  - o Name of Organization
  - o Address
  - o Phone Number
  - o Website URL
4. **Contact information:**  
(Can go above or below headline; and on the right or left side of the page. Check out various samples to see the variety of formats)
  - o Name (can be a person's name or a generic place such as "the Public Affairs Department")
  - o Email address of person or department
  - o Phone Number (include office phone and cell phone numbers)
5. **Place, day, date**  
(Start the first line of release.)
6. **Body of release**
7. **Boilerplate information about the nonprofit organization**
8. **Repeat contact information**  
(And/or offer to provide someone to interview.)
9. **###**  
(These marks are centered just below the content of the release and signal the end of the release.)

## **Sample Press Release Template (from the Free Press Release Center website)**

Here is a sample press release. When submitting a press release it is important to use the right format otherwise it may be rejected.

**Headline Is Short and in Title Case Meaning You Capitalize Every Word Except for Prepositions and Articles of Three Words or Less; Ideally it is Not More Than 170 Characters and Does Not Take a Period**

*The summary paragraph is a synopsis of the press release in regular sentence form. It doesn't merely repeat the headline or opening paragraph. It just tells the story in a different way.*

City, State (FPRC) Month 1, 2005 -- The first paragraph know as the "lead" contains the most important information. You need to grab your reader's attention here. And you can't assume that they have read the headline or summary paragraph; the lead should stand on its own.

A press release, like a news story, keeps sentences and paragraphs short, about three or four lines per paragraph. The first couple of paragraphs should cover the who, what, when, where, why and how questions.

The rest of the news release expounds on the information provided in the lead paragraph. It includes quotes from key staff, customers or subject matter experts. It contains more details about the news you have to tell, which can be about something new, unique or controversial or about a prominent person, place or thing.

"You should include a quote for that human touch" said Gary Sims, CEO of the Free Press Release Center. "And you should use the last paragraph to restate and summarize the key points."

This is example press release template for use at the Free Press Release Center. The last paragraph can also include details on product availability, trademark acknowledgements, etc.

About ABC Company:

Include a short corporate backgrounder about the company or the person who is newsworthy before you list the contact person's name and phone number. Your e-mail address goes only in the "Contact Email" box when you submit your press release.

Contact:

David Brown, director of public relations

ABC Inc

555-555-5555

<http://www.YourWebAddress.com>

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## Sample Press Release (from DoJiggy.com)

### DoJiggy hosts Walk-a-thon in support of Local Charities

**Location, Date:** – Online fundraising services provider, DoJiggy invites Denver and Boulder community members to sign up for their annual “DoJiggy Right Walkathon” event on Saturday June 27, 2010 at the Boulder Creek Path. Participants can register online at [www.demopledge.dojiggy.com](http://www.demopledge.dojiggy.com)

The “DoJiggy Right Walkathon”, sponsored by ABC Company, will benefit a number of local charities including Colorado Nonprofit Association, Boulder Reservoir Preservation, and Meals on Wheels. Registration for the event is free. All participants will receive a “goodie bag” filled by event sponsors with a complimentary event T-shirt for those who raise \$100 or more.

The walkathon starts at 1:00 PM, with participant and sponsor registration beginning at Noon. Sign up is at the registration tent on the corner of Fifth and Main Street near the Boulder Creek Path. Various viewing stations and tents will be set up along the path for supporters to watch and sponsors to distribute water and other items.

“This is our third season hosting this walkathon and every year we’ve not only accomplished our fundraising goals, but continued to increase participation,” said Susie Sample, Director of Development. “With the help of Denver and Boulder businesses and exciting post-event entertainment, we anticipate doubling event attendance in 2010.”

Following the event, participants are invited to a complimentary BBQ, catered by XYZ Restaurant and entertainment provided by a surprise local celebrity! Prizes will be awarded for the most pledges raised, first to cross the finish line, and most enthusiastic walker.

For more information or to register or donate online, please visit [www.demopledge.dojiggy.com](http://www.demopledge.dojiggy.com).

### About DoJiggy

Founded in 2003 and based in Boulder, Colorado, DoJiggy is a leading provider of easy, affordable, online fundraising and event management solutions for nonprofits, schools, churches and community organizations. Using the DoJiggy suite, customers implement online fundraising and event management with tools designed for golf tournaments, online donations, charity events, auctions, walkathons and online pledge collections.

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