

Capital Region Community Foundation Press Release Guidelines & Template

Since CRCF is a public foundation, we believe it is important that the public be informed of our grants, and request the Grantee issue a news release concerning the grant and its purpose. The release must include the Foundation name, Capital Region Community Foundation, and the amount of the grant award. Please fax a copy of the media release or article to CRCF for review prior to submitting it to the media, and send a final copy of all announcements, newspaper and other articles relating to this grant to the Foundation after publication.

Please submit two different photographs of the funded project/program to CRCF, that we can keep, appropriate for news articles and publications. Photographs are preferred, but you may submit by email or disk in non-embedded and .jpg format.

Following is the general format for a press release:

- Type your release, double-spaced, on 8.5 x 11 paper. Leave margins of at least an inch. Include the date you mail/fax the piece and the person who should be contacted for additional information.
- Write the words “FOR IMMEDIATE RELEASE” under the contact name or, if you want the story held, specify a date, e.g., “FOR RELEASE AFTER JUNE 1”.
- Supply a headline. It may not be the one used, but it easily identifies the reason for your submission.
- Stick to the facts, not editorial comments.
- Keep the technical wording to a minimum.
- Use the inverted style; be sure to mention who the release is about, what it is, when it is, where it is, why it is, and how it came to happen. You will notice that the five w’s are included in newspapers and magazine articles.
- After the story type in # or, “30,” the traditional end of article symbols.
- If possible, submit photographs, drawings, or artwork to enhance your article.

Capital Region Community Foundation Press Release Template

NAME & ADDRESS OF ORGANIZATION

Contact: John Doe

PHONE #

FOR IMMEDIATE RELEASE

HEADLINE (What it is)

Example: CAPITAL REGION COMMUNITY FOUNDATION SPONSORS
WALKATHON

A walkathon (**What**) to benefit handicapped young people (**Why**) sponsored by a \$5,000 challenge grant from the Capital Region Community Foundation and the Ingham Youth Wheelchair Association (**Who**) will be held on June 15th, beginning at 7:30 A.M. (**When**). Starting at the organization's headquarters on Seventh Street, the course will lead participants through Reed Park and conclude at the North end of Tenth Street (**Where**). Jane Doergood, President of the Ingham Youth Wheelchair Association, said that the walkathon was suggested by a group of children who wanted to participate in the event by wheelchair (**How**). #

The mission of the Capital Region Community Foundation is to serve the charitable needs and enhance the quality of life in Michigan's Ingham, Eaton and Clinton Counties. The foundation serves and seeks out a wide-range of donors to build permanent endowments which are used to meet the changing needs and interests of the community. The organization is a non-political philanthropic charity, with 501 (C) (3) status. The Foundation is a collection of endowment funds, and serves as a community-wide resource for donors, professional advisors, non-profit agencies, municipalities, corporations and others seeking to achieve charitable goals. The foundation currently holds assets estimated at some \$55 million, and annually grants approximately \$2.5 million from its more than 350 unique funds

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