

Press Release Toolkit

This document will give you tips, advice and examples on how to write an effective press release. An effective press release is no guarantee that you will get media exposure. A press release is a tool that when used in conjunction with good relations with your local press can form part of an effective media strategy.

Headline – Should be factual that summarises your story within as few words as possible. The headline should simply place emphasis on your news.

Date of press release –

Opening Paragraph – It is vital that the opening paragraph captures the attention of the reader; they need to be drawn into the article and left with the desire to know more. Failure to attract the reader at this stage will mean the article stands a greater chance of failing.

Who – Who has done it (an organisation or an individual)?

What – What have they done?

When – When did or when will it happen?

Where – Where did or when will it happen?

Why – Why is this happening? Follow with an explanation on how.

Quote – Adding a quote from a spokesperson within your organisation will create authenticity and credibility. Make sure it is related to the topic and interesting for the reader.

Contact Details – One or two knowledgeable spokespersons that are easily contactable should be listed. Out of work contact details to be included if applicable including title, name, email and telephone.

Note to editors – At the end of the article to include background information that may not be vital but will be useful or interesting for the target audience. This feature can help keep the release short while ensuring that potentially useful information is omitted.

Example

Press Release – VAR arranges opportunity for local groups to meet National Funder.

Headline – VAR arranges opportunity for local groups to meet National Funder.

Date of press release – week commencing 11th February.

Opening Paragraph – Voluntary Action Rutland support Rutland community groups, sports clubs and charities by working with funders to bring money in to the county, raise the profile of funding pots and to provide opportunities for groups to speak to funders directly

Who – Community groups, self help groups, charities and sports clubs.

What – VAR and Heritage Lottery Fund wish to organise meetings with a min of 6 groups to discuss funding opportunities and projects. Comic Relief fund is open to groups in Rutland until March 15.

When – Heritage Lottery on a day in Rutland in Feb or March. Comic Relief fund application online.

Where – Her Lott two sessions; one in Oakham one in Uppingham either side of lunch, min of 6 groups in total , Comic Relief Online via the Leicestershire Leicester and Rutland Community Foundation.

Why – Promote available funds to Rutland Groups and improve access to external funders to ensure the best possible applications to the most relevant funding pots.

Quote – N Moverley – Work with Heritage Lottery – Castle, VAR, Comic Relief. Resource Centre online and hard copies at VAR.

Note to editors: VAR is Rutland's only infrastructure charity; as well as providing an extremely well regarded volunteer transport scheme for the vulnerable and elderly and volunteer brokerage across the county, VAR also organise support and advice to community groups and charity groups of all sizes from funding to governance and an opportunity for the voluntary sector to have its opinions heard at a strategic health and local government level.

Contact Details: Neil Moverley Development Officer, Voluntary Action Rutland. 01572 722622.
Email: cdo@varutland.org.uk

Press Release – VAR arranges opportunity for local groups to meet National Funder

Headline – VAR arranges opportunity for local groups to meet National Funder & Comic Relief Fund opens for applications.

Date of press release – week commencing 11th February.

Heritage Lottery Fund

Voluntary Action Rutland supports Rutland based community groups, sports clubs and charities by working with funders to bring money in to the county, raise the profile of available funding pots and to provide opportunities for groups to speak directly to funders.

Neil Moverley, Development Officer at VAR says;

“VAR have been working with the Heritage Lottery Fund’s regional officers. We would like to arrange a day at the end of February or the beginning of March for local groups to meet and talk directly to an advisor about the Heritage Fund’s different funding streams and priorities. Ideally the lottery would like to talk to at least six groups based in Rutland about their ideas and plans. ”

Heritage Grant schemes for 2013 include;

- World War One Grant - Projects involving the centenary of World War One
- Your Heritage - A flexible small grant of £3k to £100k
- Young roots - Projects involving 11-25 year olds
- All out Stories - Activities to explore, share celebrate local history
- Places of Worship - Urgent repairs to places of worship / Encouraging greater community use of buildings.

Comic Relief Fund

Comic Relief fundraising day is just around the corner and working with the Leicester, Leicestershire and Rutland Community Foundation VAR are promoting the Comic Relief Community Cash Fund.

This Fund has an overall value of £50,000 and can provide grants of between £500 - £1,000 to groups and organisations in Leicestershire, Leicester and Rutland.

The Fund is aimed at supporting groups that help local people who are disadvantaged through low income, rural or social isolation, age, disability, race, sexuality or gender. The closing date to apply for this fund is Friday 15 March 2013, application forms and more details are available at www.llrcommunityfoundation.org.uk.

If you would like to learn more about either the Heritage Lottery Fund or Comic Relief Community Cash Fund please contact Neil at VAR.

Note to editors: VAR is Rutland’s only infrastructure charity; as well as providing an extremely well regarded volunteer transport scheme for the vulnerable and elderly and volunteer brokerage across the county, VAR also provide support and advice to community groups, self-help groups and charities of all sizes from funding to governance and an opportunity for the voluntary sector to have its voice heard at a strategic health and local government level.



Community Support Guides – Press Release Toolkit

VAR was established in 1984 as a volunteer centre and has been a pivotal part of the Rutland voluntary sector ever since.

Contact Details: Neil Moverley Development Officer, Voluntary Action Rutland. 01572 722622.

Email: cdo@varutland.org.uk