

NONPROFIT PRESS RELEASE TEMPLATES

Distributing press releases to local newspapers, bloggers, radio programs and television news outlets is an excellent way to get your organization's story in front of community members.

In some cases, a press release may get you an interview; in other cases, a media outlet may simply re-print the press release as-is.

Feel free to customize the following press release templates to your organization's liking and use in an email or on your letterhead. For a more effective campaign, you can use these templates as examples to create additional press releases to maximize coverage in your local media outlets.

PRESS RELEASE 1 (Option A): ANNOUNCEMENT

For Immediate Release

Contact: [Name, Title]

[Nonprofit Organization]

[email@nonprofit.org]

[(000) 000-0000]

[Your Organization Name] Joins Thousands of Nonprofit Organizations Across America in #iGiveLocal Movement

City, State, Month Date, Year – On [Event Date], [Your Organization Name] will join other local nonprofit organizations for [Event Name] – a 24-hour online crowdfunding event that provides a platform to invest in and celebrate the work of local nonprofit organizations.

This event is part of Give Local America, an initiative where thousands of organizations have come together to raise millions of dollars for their local communities. We stand strong behind our passion to help grow community giving.

[Your Organization Name] will help [Your Hometown] participate in Give Local America by partnering with other local nonprofits to connect donors to the organizations solving our community's most pressing challenges. Local partners include [list of partners here]. Organizations who are interested in partnering with [Your Organization Name] for [Event name] may contact [contact name] at [contact] for more information.

"We truly believe that every donation, no matter how large or small, makes a difference in our community," said [Leader of your Nonprofit Organization]. "I am excited that [Hometown] will participate in Give Local America and support the people and organizations who work tirelessly and selflessly to keep our community vital and strong."

To ensure individuals have the ability to support the organizations of their choice, [Event name] uses Kimbia, an online fundraising platform that helps organizations engage and develop deeper relationships with their donors.

"Give Local America is about giving every person, every company, and every nonprofit the opportunity to join in the collective fight to improving the long-term outlook of our communities and ultimately our country," said Lori Finch, Vice President of Kimbia. "Our hope is that Give Local America will continue to encourage and create the space for a sustainable culture of crowdfunded giving where people realize that no matter the amount, every single donation counts towards the health of their community."

For more information about supporting [Your Organization Name] for [Event name], visit [insert webpage link]

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[Nonprofit Organization is [insert boilerplate messaging here]]

About Give Local America:

Give Local America is an initiative of Kimbia, the industry leader in providing trusted online fundraising technology and services to make it easier and faster for charities to find, convert and retain donors and supporters. Our goal is to strengthen the foundation of communities through 24-hour crowdfunding events that provide critical funding for communities across the country. Through the combined power of community partners, corporate sponsors, media partners and the donor community, Give Local America has raised more than \$200 million dollars in the last three years.

For information about Give Local America, visit www.GiveLocalAmerica.org, and join the conversation on Twitter by following #iGiveLocal.

PRESS RELEASE 2 (Option B): ANNOUNCEMENT

For Immediate Release

Contact: **Name, Title**

Nonprofit Organization

email@nonprofitorganization.org

000) 000-0000

[Your Organization Name] Joins [Number] Nonprofit Organizations to Make Major Local Impact

City, State, Month Date, Year – On **[Event date]**, **[Your Organization Name]** is participating in **[Event Name]**, a day of local giving. This event strengthens the foundation of our community through a 24-hour crowdfunding event that provides critical funding for and celebrates the work of our community partners.

[Your Organization Name] is partnering with **[Local Business, United Way]** to **[include goals or how funds will be used]**. Among our current partners are **[include list of partners here]**. Other organizations interested in participating may visit **[Event URL]**.

[Your Organization Name] is encouraging everyone in the community to be a philanthropist. “A lot of people think you have to be rich to give back, but even the smallest donation can make a big difference,” said **[Last Name]**. “Every dollar really does count for a community in need.”

For more information about supporting **[Your Organization Name]** for **[Event Name]** visit **[insert website link]**.

Join the conversation on Twitter by following **[event hashtag]**.

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Hometown Community Foundation is [insert boilerplate messaging here]

Nonprofit Organization is [insert boilerplate messaging here]

PRESS RELEASE 2: EVENT FOLLOW-UP

For Immediate Release

Contact: **Name, Title**

Nonprofit Organization

email@nonprofitorganization.org

(000) 000-0000

Community Members and Sponsors Raised \$[amount] for [Your Organization Name]

City, State, Date – The results of [Your Organization Name] [Event Name] are in, and organizers are thrilled. During the one-day event, a total of \$[amount] was raised.

The 24-hour crowdfunding event held on [Event Date] used local incentive funds to empower and equip people in [Your Hometown] to invest in their communities. More than [Number of participating nonprofits] nonprofit organizations throughout the community participated – making it one of the largest local giving days in history.

“We’re thrilled with the turnout and participation by so many members of our community,” said **Executive Director of Nonprofit Organization**. “This is a testimony to how much [Your Hometown] cares about meeting needs right here at home. We want to give a huge thank you to everyone who participated.”

Of the amount raised, \$[amount] was donated by local businesses, and used as incentive funds to magnify donations.

“Every one of our partnering organizations who work tirelessly to keep our communities vital and strong gained critical support on Tuesday,” said [Last Name].

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Nonprofit Organization is [insert boilerplate messaging here]

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