Press releases

Goal: Press releases are for creating new connections. Connect with your local papers and send them press releases when you are celebrating grant awardees or opening a new grant round. This is a great way to reach people in your community who might not know about you yet.



Goals:

- Try to send at least one press release per year to your local paper. Examples of when to send a press release are after a grant cycle has been awarded, or when a grantee has completed a project.
- Try to add one quote.
- Include at least one good quality picture.
- Extra step: share the good news as a social post! You can simply do this by sharing the link to the article when the newspaper publishes it.

Press releases can be easy! Use SMIF's templates here: smifoundation.org/community-foundation-marketing-tools/