



## TIPS TO PUBLICIZE YOUR GRANT IN A PRESS RELEASE

1. **Determine your audience.** Make a list of reporters or editors at newspapers and assignment editors at television and radio stations who should receive your press release. **Please send the Maine Development Foundation any press releases related to Grants to Green to Anne Ball at [aball@mdf.org](mailto:aball@mdf.org).**
2. **Know press deadlines.** Weeklies may require your release a week or more in advance. Be prepared to respond to a reporter's call or provide sources within your organization.
3. **Identify your press release** in the email subject line: "PRESS RELEASE: [your press release one-line headline]." (See sample on reverse page.)
4. **Begin the release with a contact name, telephone number, and e-mail.** Your headline should summarize the release in one line.
5. **Explain the "who, what, when, where, and why"** of your news in a lead paragraph of three or fewer lines. Support the lead with a quote from a qualified spokesperson. **Use simple, declarative sentences and short paragraphs.** Use bold type to set off important names or programs. Limit the length to 250 words or one page, double-spaced.
6. **Attach a high-resolution digital photo** in jpeg format that shows your grant work in action with a clear focal point, good lighting, and sharp focus. Include "with photo" at the end of your subject line. Also add links to videos or photos that media could access.
7. **Contact TV stations for coverage** if your program has great visual appeal. Radio stations may be interested in your grant if someone can provide an interview on the air.
8. **Please refer to the Grants to Green Maine program** named in your grant agreement. For example, "The Downtown Museum received a grant from Grants to Green Maine. Grants to Green Maine provides environmentally focused knowledge and funding to strengthen nonprofits located in historic buildings in downtowns in Maine and is a partnership between the Maine Development Foundations' Maine Downtown Center, Efficiency Maine and the Maine Community Foundation and is funded by the Kendeda Fund of the Community Foundation for Greater Atlanta."
9. **Consider using Facebook, Twitter and other social media tools** to circulate your news to a wider audience. This site includes useful tips: [www.nptechforgood.com/2013/12/04/8-random-but-useful-social-media-tips-for-nonprofits/](http://www.nptechforgood.com/2013/12/04/8-random-but-useful-social-media-tips-for-nonprofits/).

**--SAMPLE PRESS RELEASE--**

(Your logo here with address)

**FOR IMMEDIATE RELEASE**  
**Date**

**CONTACT: (name of contact person)**  
**(e-mail address and/or phone number)**

**MUSEUM RECEIVES GRANT TO LOWER ENERGY COSTS**

**(PLACE OF ORIGIN OF RELEASE)**—The **Downtown Museum** recently received a \$\_\_\_\_\_ grant from Grants to Green Maine a partnership between the Maine Development Foundation’s Maine Downtown Center, Efficiency Maine and the Maine Community Foundation to provide an energy efficiency audit for the Downtown Museum Smith House on Main Street in Downtown, Maine.

“This grant will enable the Downtown Museums to complete an energy efficiency audit of our building and provide a report with priorities for energy efficiency improvements,” said **(Spokesperson Name)**, the museum’s director. “Higher heating bills have decreased the amount of money we can put towards our mission of preserving and exhibiting the regional history of the area and it is important to make our building more efficient which will in turn make our organization more sustainable”.

The nonprofit Downtown Museum was founded in 1985 with a mission to preserve the regional history of the area through exhibitions, collections care and public programming. For more information, call **(your number)**.

Grants to Green Maine provides environmentally focused knowledge and funding to strengthen nonprofits located in historic buildings in downtowns in Maine. Grants to Green Maine is a partnership between the Maine Development Foundation’s Maine Downtown Center, Efficiency Maine and the Maine Community Foundation and is funded by Kendeda Fund of The Community Foundation for Greater Atlanta.

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