

Why do press releases? Did you know press releases are a great way to get your name in the paper for free? Press releases can be sent to newspapers, radio stations, local news stations, church bulletins and local cable stations. More unusual or special news items may get more coverage. But your local news providers may publish your press releases “as is” so it’s definitely worth the time to write them up.

Press release topic ideas:

1. New staff being hired
2. Milestones such as personal or organizational anniversaries or reaching goals
3. Thanking donors (businesses and some individuals love this!)
4. Recognizing volunteers
5. New location or expansion
6. Special drives or projects
7. Awards to the food shelf, staff or volunteers
8. Partnerships with civic groups
9. Fundraising achievements
10. Purchase of new equipment
11. New programming
12. Meetings or work with legislators, mayor, other officials
13. Recognizing youth groups or other organizations that help out
14. Events such as March Campaign, Hunger Action Month, GiveMN, GivingTuesday, official peanut butter month, etc. Chances are for some of events there are other materials you can use in addition to or to help write your press release.
15. Hunger awareness building, reducing stigma, welcoming the community, etc.

Extra tips:

- Send pictures with your release for extra coverage and to make your story more eye catching
- Encourage supporters such as businesses and civic groups to write press releases about their activities with you or do joint releases with them
- Use your press release (or edit down) and pictures in social media and newsletter if you do them. Post them on your website.

Contact Agency Services for assistance! 651-209-7990 or orders@2harvest.org.