

Top Tips: Writing a press release

Start with a clear headline

Make sure the headline of the press release clearly sums up the story you want journalists to tell. Use this as the subject line of the email too.

Be specific about who you're contacting

Your email is more likely to be read if it's specifically sent to one journalist and is clearly personalised for them. You need to convince them that your email is more worth reading than the hundreds of others in their inbox. Anything you can do to reference their previous articles and interests will ensure that they understand exactly why you've chosen to contact them.

Attach your press release

Make sure that your press release is both attached to the email (preferably as a PDF) and copied into the body of the email. Assume that journalists won't open attachments – hopefully they will, but if not, you want them to be able to easily scroll through and see everything you're sending them with minimal effort on their part.

Check your email for any mistakes

Make sure that there are no spelling mistakes or typos in what you have written. Double check that any hyperlinks in the email work and lead to the correct page. Check that the formatting is correct and is not visibly copy and pasted from another email. Remember to link to your GoFundMe page!

Contact information

Give clear contact information for the best people for journalists to get in touch with for more information. Nominate someone on your team to be the contact for press.