**How to use this template:**

* Click on the gray fields below.
* Enter the information described in each field. The font/formatting is preset, so all you need to do is type.
* Once the text has been proofread and finalized, copy and paste it into the body of your email. Do not send out press releases as attachments.
* DELETE THESE INSTRUCTIONS BEFORE COPYING/EMAILING.

**FOR IMMEDIATE RELEASE**

**Media Contact:**

Full name

Email

Cell #

**Press release title using title capitalization (Capitalize Nouns, Verbs, and Other Words That Have Four or More Letters)**

City written in ALL CAPS, Date including year — One- to two-sentence paragraph that summarizes the effort, its purpose/asks, and who was involved. Include any significant numbers (i.e., large attendance or viral shares) and important hyperlinks (website of organizers or digital campaign page, etc.).

Up to 3 more sentences that provide more details about how your group achieved its goal, including strategy/action details.

“First sentence of quote. Can addresses things like: group's motivation for the effort, urgency of the issue, asks, etc.,”Title and full name (i.e., Indivisible Team organizer Jane Smith) said. “Second sentence of quote.”

Quote from Title and full name (i.e., Indivisible Team organizer Jane Smith): “Second quote, if applicable, no longer than three sentences. This is optional; delete this paragraph if you don't have a second quote.”

Paragraph that provides context, like why an issue matters, impact of legislation, or project milestones. This is a good place to mention statistics, esp local ones. Hyperlink numbers to a reputable source, like a mainstream news outlet or Gallup poll.

**###**

**About** **Group name**: One- to three-sentence boilerplate description of your group. Ex: "Indivisible SF is part of a nationwide movement that’s rooted in the principles of the Indivisible Guide. The group formed in early January to demand that their local Members of Congress."

**Multimedia links:**

Link one: Text here should describe what the link goes to (i.e. "Rally photos"). Hyperlink entire line to a Dropbox or Google Drive folder, Facebook album, YouTube video, etc.

Link two

Link three

***\*Note about hyperlinks:*** Hyperlinking means attaching a link to certain words in a sentence, rather than pasting the whole URL into the body of the text. For example —

Indivisible SF is part of a nationwide movement that’s rooted in the principles of the Indivisible Guide (https://www.indivisible.org/guide/).

Indivisible SF is part of a nationwide movement that’s rooted in the principles of the [Indivisible Guide](https://www.indivisible.org/guide/).

In the second example, the words “Indivisible Guide” is hyerlinked. This is preferable because it keeps the text short and allows the reader to simply click on those words to get to the site (instead of having to copy and paste the URL into their browser).

To add a hyperlink, highlight the words that you want to anchor the link. At the top of Word, go to Insert > Hyperlink, then paste in the URL and click OK.

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