
NONPROFIT PRESS RELEASE

Template & Media Outreach Checklist

FREE RESOURCE

A practical template to help your nonprofit announce fundraising campaigns, special events, major gifts, new programs, community initiatives, milestones, and other newsworthy developments.

A great fundraising campaign deserves to be seen.

Use this guide to create a clear, media-friendly press release, pitch the right journalists, and make earned media continue working for your nonprofit after the story is published.

A Free Resource from

Impact Funding Solutions

Funding. Fundraising. Visibility. Impact.

Nonprofit Press Release Template

FOR IMMEDIATE RELEASE

[NEWSWORTHY HEADLINE]

Example: Local Nonprofit Launches Car Giveaway to Raise \$100,000 for Youth Mental Health Programs

Optional Subheadline: [One sentence providing additional context about the announcement.]

Lead With the News

[CITY, STATE] | [DATE] - [NONPROFIT NAME], a nonprofit organization dedicated to [BRIEF MISSION], has announced [THE MOST IMPORTANT NEWS]. The [FUNDRAISER / EVENT / PROGRAM / INITIATIVE] will [BRIEFLY EXPLAIN WHAT IS HAPPENING, WHEN, AND THE PRIMARY GOAL OR IMPACT].

EXAMPLE

DENVER, CO | September 15, 2026 - Hope for Youth, a nonprofit providing mental health and mentoring programs for local teens, has launched its largest fundraising campaign of the year, giving supporters the opportunity to win a new vehicle while helping the organization raise \$100,000 to expand free mental health services for young people.

Explain Why It Matters

Use the next paragraph to provide context. What community need is your nonprofit addressing? Who will benefit? Why is this fundraiser or announcement important right now? Include specific numbers and statistics whenever possible.

[NONPROFIT NAME] currently serves [NUMBER] [PEOPLE / FAMILIES / YOUTH / ANIMALS / ETC.] each year through [PROGRAMS / SERVICES]. Over the past [TIME PERIOD], the organization has seen [STATISTIC OR TREND THAT DEMONSTRATES NEED]. Funds raised through [CAMPAIGN NAME] will help [SPECIFICALLY EXPLAIN HOW FUNDS WILL BE USED].

Include a Meaningful Quote

"[INSERT QUOTE]," said [FULL NAME], [TITLE] of [NONPROFIT NAME]. "[SECOND SENTENCE THAT EXPLAINS WHY THIS CAMPAIGN OR INITIATIVE MATTERS TO THE PEOPLE OR COMMUNITY YOU SERVE]."

TIP: Do not use the quote simply to repeat information already in the release. Use it to add emotion, perspective, urgency, or a human connection to the story.

Provide the Important Details

Campaign/Event	[NAME]
Date	[DATE]
Time	[TIME, if applicable]
Location	[LOCATION, if applicable]
Fundraising Goal	[\$XX,XXX]
How to Participate	[TICKETS / DONATIONS / REGISTRATION INFORMATION]
Learn More	[WEBSITE OR CAMPAIGN PAGE]

Add Another Newsworthy Element

Use another short paragraph to strengthen the story. Depending on the announcement, this might include a major sponsor or community partner, an interesting participant, a significant milestone, compelling impact statistics, the history behind the fundraiser, or additional information about the people who will benefit.

Ask yourself: What makes this more than another fundraiser? That is often where you will find the story a journalist actually wants to tell.

About [NONPROFIT NAME]

[NONPROFIT NAME] is a 501(c)(3) nonprofit organization serving [GEOGRAPHIC AREA]. Founded in [YEAR], the organization [BRIEF MISSION AND DESCRIPTION]. Through programs including [PROGRAMS], [NONPROFIT NAME] serves approximately [NUMBER] people each year. Learn more at [WEBSITE].

Media Contact

[NAME]
[TITLE]
[NONPROFIT NAME]
[PHONE]
[EMAIL]
[WEBSITE]

Photos, interviews, statistics, and additional information are available upon request.

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Traditionally, three number signs indicate the end of a press release.

Before You Hit Send

Before distributing your press release, take a few minutes to make sure you are giving journalists everything they need.

- Is there a genuinely **newsworthy story**?
- Does the headline clearly explain what is happening?
- Does the opening paragraph answer **who, what, when, where, why, and how**, where appropriate?
- Have you explained **why this matters to the community**?
- Have all names, dates, statistics, financial figures, and claims been fact-checked?
- Have you included a strong quote from an appropriate spokesperson?
- Is someone available for an interview?
- Do you have **high-resolution photos** available?
- Do you have appropriate permission to share photos and stories involving program participants?
- Is there a clear website, donation, ticket, or registration page?
- Is your media contact information correct?
- Have you identified the **specific journalists and media outlets** most relevant to the story?
- Have you personalized your pitch instead of sending a mass generic email?
- Have you allowed enough time before your event or campaign deadline?

Sample Email to Send With Your Press Release

Subject: Local Nonprofit Giving Away a Car to Support Youth Mental Health

Hi [JOURNALIST NAME],

I'm reaching out from [NONPROFIT NAME] because we're launching [BRIEF DESCRIPTION OF FUNDRAISER / ANNOUNCEMENT], and I thought the story might be relevant to your coverage of [COMMUNITY / TOPIC / BEAT].

Our goal is to raise [\$XX,XXX] to [SPECIFIC IMPACT], which will help us [ONE SENTENCE ABOUT COMMUNITY NEED OR IMPACT].

I've included our press release below with additional details. We also have high-resolution photographs available, and [NAME / TITLE] would be happy to speak with you about [RELEVANT TOPIC].

Thank you for considering the story, and please don't hesitate to reach out if I can provide additional information.

Best,
[NAME]
[TITLE]
[PHONE]
[EMAIL]

After You Get Media Coverage

Getting the story published is not the end of your media strategy. **Make the coverage continue working for your nonprofit.** Create an **"In the Media" or "Newsroom" page on your website** where you can post your own press releases and link to earned media coverage. This might include newspaper and magazine articles, television interviews, radio appearances, podcasts, community publications, and other legitimate media features.

Share significant coverage through your social media channels and email newsletter. Consider including relevant coverage in sponsorship materials, fundraising presentations, and other communications where third-party credibility can strengthen your message. When sharing published stories, link to the original media source rather than copying and republishing the full article.

Finally, thank the journalist, follow their work, and keep their contact information. The long-term goal is not simply to get one story published. It is to become a **credible, reliable resource** journalists think of when covering issues related to your mission.

Bonus: 10 Questions to Ask Before Sending a Press Release

1. What is actually newsworthy about this announcement?
2. Why should someone outside our organization care?
3. Why does this story matter right now?
4. Who is affected by what we are announcing?
5. What statistics demonstrate the need or impact?
6. Is there a compelling human story behind the announcement?
7. Who can speak to the media about it?
8. What photographs, video, or other visual assets can we provide?
9. Which journalists actually cover this type of story?
10. What do we want someone to do after learning about our organization?

At **Impact Funding Solutions**, we help nonprofits build sustainable financial management, fundraising strategy, and increased visibility.

Raising Starts With a Great Strategy.

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