

## News Release Guidelines

### 1. When to use?

- Advance event, e.g. Blessing of the Seeds, Harvest Celebration
- Speaker event /regional meeting/overseas visitor, e.g. someone in growing project is giving talk on overseas visit, an overseas visitor will speak at a meeting or special event
- Local person elected to Growing Hope Globally board

### 2. How to use?

- Email to journalists with news release attached
- Snail mail to journalists
- Post online if have a web page.
- Don't assume that a reporter will open your news release even if you've attached it to an email. Always include some basic exciting facts in the email – see attached example of an email. Tell them why your event is important – why will their viewers/readers want to attend or know about it. Will something be happening that will make good photos/video?
- Be sure to follow-up your email with a phone call to the reporter. The personal touch is always more effective. Keep in mind that some reporters get 100s of emails in a week.

### 3. What to include?

- Growing Hope Globally Logo
- Contact information (preferably at top)
- Date, e.g. Sept. 6, 2020 or June 10, 2021
- Headline in bold with major words capitalized – include a verb and make present tense, e.g.: **Nicaraguan Farmer to Speak About Growing Hope Globally's Help During Drought Local Farmers and Churches to Celebrate 10-Year Partnership to Aid Overseas Farmers**
- Lead paragraph – one to two sentences only – should contain the WHAT and WHEN and perhaps the WHY. Also, the WHERE although it doesn't have to include the address until the next paragraph. The WHY answers what makes this event/speaker special to the reader/viewer – why should someone care about the event.

### 4. How long?

Ideally, it should be one page. You can include an attached fact page that will give more info about Growing Hope Globally.

## 5. What kind of language should I use?

### Use active voice:

Yes: Thirty local farmers will celebrate a bountiful harvest to benefit overseas farmers.

No: A bountiful harvest to benefit overseas farmers will be celebrated by 30 local farmers.

**Write in third person;** don't say "I" or "we" unless you're using it in a direct quote.

**Get to the point upfront and clearly;** don't lose readers' attention from the start because they can't figure out what the release is about. Avoid sales-pitch language and tons of adjectives, both which lose credibility in the eyes of readers.

**Do not include your own opinions.** Write without using a lot of industry jargon; don't assume that everyone who's reading it will know what you're talking about. E.g. Don't use "commodity" when you mean crops.

**Proofread!** Do your own careful review to avoid costly errors.



**[Always include local contact information so a reporter can call/email with questions]**

**Contact**

Jerry or Toni Lundeen  
Growing Hope Globally Growing Project Leaders  
Tel: (815) 498-1948  
Email: [tjlundeen@gmail.com](mailto:tjlundeen@gmail.com)

**Oct. 1, 2020 [Include date on every release.]**

**For Immediate Release**

**[Headline, required – brief attention grabbing statement summarizing the news.]**

**Growing Hope Globally Invites Public to Harvest Celebration in Earlville, IL**

**[Subhead, optional – secondary statement(s) that build on the headline]**

***Celebrate farming and finding sustainable solutions to world-hunger at free, family event***

**[Dateline and Lead Paragraph – The dateline provides the city where the news is originating and the date of the release. The lead paragraph is the first paragraph of the release that provides the facts, generally answering the who, what, where, when and why. The lead graf should only be one to two sentences.]**

Earlville, Oct. 6, 2020 – Volunteers of the Growing Hope Globally community-led growing projects of Somonauk, Earlville, and Ottawa-Barrington invite all to their Harvest Celebration on Saturday, Oct. 15, at the farm of Kurt and Deb Larson.

**[Body – additional paragraphs providing further details. This could include: direct quotes, relevant background info, statistics, etc. It should also include a call to action, such as Learn more, download, purchase, etc.]**

The projects raise funds for [Growing Hope Globally](#) [Optional: embed link to Growing Hope Globally website if sending release by email.] to reduce world hunger through support and agricultural training that enables smallholder farmers in some of the world’s most challenging places to grow their own food.

An ecumenical worship service begins the day at 10 a.m. at 4478 E. 1675th Road, Earlville, IL 60518, followed by a lunch of pulled-pork sandwiches, and music, demonstrations, combine rides, hands-on activities for children and adults, horse and wagon rides, sheep shearing, wheat milling, and much, much more. The day concludes with the annual celebration’s most popular event, a pie auction.

Come learn about the complexities of world hunger and how you can be part of the solution, all while meeting your neighbors and having a unique farm-day experience. Admission is free. In-kind donations are requested for the lunch and other events. All proceeds will benefit Growing Hope Globally.

**[Tip: Never split a paragraph between two pages.]**

**[If release is more than 1 page, put -more- at the bottom of page 1]**

**-more-**

**[Boiler Plate – short summary of an organization. Include at the end. Option: You may also include a secondary boiler plate about your GP, it should have the headline: ABOUT THE [NAME OF GP] GROWING PROJECT and include date when started, how many volunteers are involved, name of church and/or other local organizations affiliated, and brief summary of what you do.]**

#### **ABOUT GROWING HOPE GLOBALLY**

Growing Hope Globally, founded in 1999 as Foods Resource Bank, supports lasting solutions to world hunger through sustainable agriculture and grassroots community involvement. Growing Hope Globally supports more than 40 sustainable food security programs around the world in partnership with 13 Christian International Development organizations, helping smallholder farmers in developing countries grow their own food. Across the U.S., Growing Hope Globally engages with farmers, churches, agribusinesses, civic groups and more to raise funding and awareness for these agriculture development projects through a unique Growing Project model. For more information visit: [growinghopeglobally.org](http://growinghopeglobally.org)

**[Optional: You may also include Growing Hope contact information. This should be at the top with primary contact info if using.]**

Rachel Conley

Associate Regional Director

Cell: 616-283-0694

Email: [rachel@growinghopeglobally.org](mailto:rachel@growinghopeglobally.org)

**[Always mark end of the release with with hash-tags so reporter knows there is no additional information beyond here.]**

**###**

**[Sample of email to accompany news release and fact sheet. Be sure to include an attention-grabbing subject line such as: Upcoming Event and Photo Opportunities]**

Dear Ms. So and So,

We're hosting a local harvest celebration in Earlville next Saturday, Oct. 15, that celebrates farming and Growing Hope Globally – an organization that helps overseas farmers feed their families. The celebration starts at 10 a.m. at 4478 E. 1675<sup>th</sup> Road, Earlville – at Kurt and Deb Larson's farm.

The event is free and family-oriented – with demonstrations of sheep-shearing, corn husking and log rolling. All of these events will make great photos or video! Lunch is free and will be served about noon.

Three growing projects from Somonauk, Earlville and Ottawa-Barrington are part of Foods Resource Bank and have raised a total of over \$500,000 in the past 10 years to help overseas farmers. I've attached a news release and a fact sheet. Please call with any questions or ideas about whom to interview.

Thank you,

**[Your name and contact info.]**