



Princeton Area  
**COMMUNITY FOUNDATION**

## Ten Tips for an Effective Press Release

1. Use your organization's letterhead. Your letterhead should already contain your address, phone, fax and email contact information. If it doesn't, be sure to add it to the text of the release.
2. All releases should be typed, double-spaced.
3. Identify your organization using its exact legal name and its popular name.
4. Place "For Immediate Release," the date, and identify a contact person on your staff at the top.
5. A short (but clear) headline should give the editor instant information about the contents.
6. News Releases should be short: one page is usually sufficient.
7. All critical information should be included in the first or "lead" paragraph: Who? What? When? Where? Why? How much?
8. News Releases should be emailed or faxed to the proper person:
  - Daily Newspaper: City Editor, or editor of specific section relevant to your work
  - Weekly/Neighborhood Newspapers: Editor
  - Other publications (newsletters in your field, state/national associations): Editor
  - Radio stations: News Editor
  - TV stations: Assignment Editor
  - If you know a reporter, also send the Release to him or her
9. Use our full name, Princeton Area Community Foundation, to avoid confusion with other foundations. We don't use "PACF" to identify the Community Foundation. Use "The Community Foundation" if you need to abbreviate after fully identifying the Princeton Area Community Foundation in your release.
10. End the News Release with a paragraph describing the Community Foundation. We urge you use the following in your Release and any other grant publicity: The Princeton Area Community Foundation promotes philanthropy to advance the well-being of our communities forever. The Community Foundation provides charitable giving expertise to individuals, nonprofits and corporations, and each year invests millions of dollars into the community through grants and scholarships. For more information, please contact them at 609-219-1800 or visit [www.pacf.org](http://www.pacf.org).

Use the template Press Release as a guide by filling in the parentheses with your specific information. We hope you will find it helpful in your publicity efforts.