



PRESS RELEASE TEMPLATE

FOR IMMEDIATE RELEASE

Media Contact:

[INSERT NAME]

[INSERT PHONE]

[INSERT E-MAIL]

**HEADLINE SHOULD SUMMARIZE THE MOST NEWSWORTHY
INFORMATION AND FOCUS ON THE MOST INTERESTING STORY ANGLE**
[HEADLINE SHOULD NOT EXCEED TWO LINES]

*The sub-head is optional and should stress a news angle not captured by the headline,
such as a local market call to action.*

[Sub-head should not exceed two lines.]

[THE OPENER] CITY, STATE (Month Day, Year) – The lead of the release should grab attention as well as capture the news, answering the most vital of the who, what, where, when, why and how questions. Try to avoid leads of more than three sentences.

[THE MEAT/THE BODY] Include all key information and elaborate throughout this section of the release. Also, use a quote within the first two paragraphs. Quotes should humanize the news – offering memorable, personal comments and an angle not repeated elsewhere. Make sure the person you are quoting/writing the quote for is relevant to the news – e.g. Room to Read spokesperson, local chapter leaders, relevant subject matter expert, etc. Always be sure the person being quoted has approved the quote.

[THE SUMMARY] This is your opportunity to reinforce information about the announcement or event you are publicizing. You can discuss Room to Read’s work on the global level, its dedication to serving communities in need or include an additional quote. *Note: Additional quotes in a release should provide new voices and angles. Overusing quotes dilutes their power.

[INSERT CURRENT ROOM TO READ BOILERPLATE]

BOILERPLATE:

A boilerplate is usually found at the end of a press release, and briefly describes the company or organization related above. The short paragraph concisely explains the company or organization. The same boilerplate is usually used on every press release the company issues.

For the [most current boilerplate, please refer to the Room to Read website’s Press Kit section.](#)

About Room to Read

Room to Read is a global organization transforming the lives of millions of children in low-income countries by focusing on literacy and gender equality in education. Founded in 2000 on the belief that World Change Starts with Educated Children®, our innovative model focuses on deep, systemic transformation within schools in low-income countries during two time periods that are most critical in a child's schooling: early primary school for literacy acquisition and secondary school for girls' education. We work in collaboration with local communities, partner organizations and governments to develop literacy skills and a habit of reading among primary school children and ensure girls can complete secondary school with the skills necessary to negotiate key life decisions. Room to Read has benefited 11.5 million children across more than 20,000 communities in 14 countries and aims to reach 15 million children by 2020. Learn more at www.roomtoread.org.

About Room to Read XX Chapter

Room to Read's chapter network is made up of 50+ groups of passionate and committed individuals who collectively represent Room to Read's global volunteer network and lead local outreach, fundraising and activism in their communities.

Each chapter comes together to make a profound impact on our ability to create world change, bringing Room to Read to their communities and raising the critical funds we need to make education a reality for millions of children. Room to Read's XX Chapter was officially launched in 20XX and to date has raised \$XX.00 toward Room to Read's goal of reaching 15 million children by 2020.

PRESS RELEASE EXAMPLE



FOR IMMEDIATE RELEASE

Media Contact:

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Jacqueline.Pezzillo@roomtoread.org

Room to Read Recognized with Charity Navigator 4-Star Rating and NGO Advisor Top NGO Ranking

SAN FRANCISCO, CA (July 1, 2016) –Room to Read has earned two notable recognitions for demonstrating fiscal responsibility and programmatic impact, differentiating Room to Read from its peers and demonstrating to the public it is worthy of their trust and investment. Charity Navigator, America's largest, most utilized, independent evaluator of charities, has once again awarded Room to Read the coveted 4-star rating for sound fiscal management, and commitment to accountability and transparency. Additionally, NGO Advisor, a Geneva-based independent media organization committed to highlighting innovation, impact and governance in the nonprofit sector, has ranked Room to Read #13 in their annual Top 500 NGO's ranking.

Room to Read has achieved ten 4-star ratings from Charity Navigator since 2007, indicating that Room to Read outperforms most other charities in America. As the nonprofit sector continues to experience unprecedented growth, savvy donors are demanding more accountability, transparency and quantifiable results from the charities they choose to support. Receiving 4 out of a possible 4 stars indicates that Room to Read is capable of efficiently managing and growing its [finances](#) while adhering to good governance and other best practices that minimize the possibility of unethical activities. An overview of Room to Read's performance metrics can be found on the organization's [Charity Navigator rating page](#).

Charity Navigator bases its rating analysis on a charity's financial health, accountability and transparency. Room to Read has proudly earned its 4-star rating for continuing to execute its mission in a fiscally responsible manner, with 84.7% of total expenses directed towards program costs. Rating 100 out of a possible 100 for accountability and transparency, Room to Read's dedication to best business practices has led to conducting independent audits and openly publishing its financial records.

[NGO Advisor](#) researches, evaluates and ranks NGOs in order to showcase best practices and novel ideas in the nonprofit sector. NGO Advisor monitors the international nonprofit community for ideas, practices, and models that challenge traditional approaches to the non-governmental organization (NGO). Room to Read has risen considerably in the ranking this year; the organization was previously ranked #23 in 2015 and #26 in 2014.

“These recognitions continue to support and underscore to our investors that their contributions are being used responsibly to champion the futures of the children we serve,” says Shari Freedman, Room to Read's Chief Financial Officer. “We will continue to bring systemic change to an increasing number of communities while honoring our commitment to sound fiscal management, transparency and high quality programs.”

About Room to Read

Room to read is a global organization transforming the lives of millions of children in low-income countries by focused on literacy and gender equality in education. Founded in 2000 on the belief that Work Change Starts with Educated Children®, our innovative model focuses on deep, systemic transformations within schools in low-income countries during two time periods that are most critical in a child's schooling; early primary school for literacy acquisition and secondary school for girls' education. We work in collaboration with local communities, partner organizations and governments to develop literacy skills and a habit of reading among primary school children and ensure girls can complete secondary school with the skills necessary to negotiate key life decisions. Room to Read has benefitted 11.5 million children across more than 20,000 communities in 14 countries and aims to reach 15 million children by 2020. Learn more at

www.roomtoread.org.

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WHEN TO DO A PRESS RELEASE:

- A press release is written for newsworthy announcements – e.g. community events, executive announcements, new research, awards, partnerships, etc.

- The following is a roadmap of when to send out a press release:
 - **Newspapers:** Business and general assignment reporters often turn around stories within 24 to 48 hours. Thus, the press release can be sent to them within that time frame. However, feature/beat reporters may be working on stories weeks in advance. Releases about special events should be sent up to four weeks in advance so that the reporter has ample time to research and write the story.

 - **Magazines:** Monthly publications close editorial content three to six months in advance of the issue date, so be aware of each publication's editorial calendar when sending out a press release. For example, it is not unusual for editors to decide on story content for a December issue as early as July.

 - **Radio/Television:** Radio and television stations may cover your news 'same day,' so be prepared to have a representative on their programs when you send out a news item. You can also send your information approximately one week in advance. Always follow up with the assignment desk, planning editor and/or producer to ensure information was received and is being considered. *Note: Typically every morning, producers and planning editors are in a planning meeting until 10:00 a.m. For follow up, it is best to call around 8:00 a.m. and/or at 10:15 a.m. (following the meeting).