

The logo features a blue stylized mountain peak above the text "KATE B. REYNOLDS" in a large, bold, blue serif font, with "CHARITABLE TRUST" in a smaller, blue sans-serif font below it.

# KATE B. REYNOLDS CHARITABLE TRUST

## News Release Guidelines for Grantees

The Kate B. Reynolds Charitable Trust invests in its grantees' ability to create and encourage positive change within their communities' health and quality of life. Interesting and informative news releases are a communications tool that nonprofits can use to generate positive interest in their work and to increase impact by sharing information regarding their work. It is important to provide clear and accurate material for the media.

The following guidelines are meant to help you prepare a one-page press release announcing your grant. There is an example on the next page for your reference.

1. The lead, or opening sentence, should directly state the news you are sharing in a nutshell. Focus on the grant's overall purpose, not your mission statement.
2. In the second paragraph (most paragraphs will only be one or two sentences) you should add context. What is the larger problem being addressed/ solved? This is also a good place to list source(s), the dollar amount(s), and the duration of funding.
3. The quote- think of a few lead people from your agency who can best explain why people should care. You can ask one or two people for quotes and then choose the one who answers using clear, everyday language.
4. Successive paragraphs should include additional detail and background, such as the project's impact or objectives. It is appropriate to use the official background or project language, if it is clear. Keep it simple.
5. Please include the standard paragraph on the Trust, provided below:

*The Kate B. Reynolds Charitable Trust was established in 1947 and is now one of the largest private trusts in North Carolina. Its mission is to improve the quality of life and quality of health for the financially needy of North Carolina. The Health Care Division promotes wellness state-wide by investing in prevention and treatment. The Poor and Needy Division of the Trust responds to basic life needs and invests in solutions that improve the quality of life and health for financially needy residents of Forsyth County. Wachovia, a Wells Fargo Company, serves as sole trustee.*
6. The final paragraph should be your organization's standard language.
7. Revise, spell check, and revise again.
8. Last, write a clear headline that summarizes the main point of the article. It goes above the article, but it is easier to summarize once everything else is written.

Before you submit to your local paper, look up their submission deadlines and determine which editor or author focuses on issues that your organization's project will address.

Please send an email request if you are interested in using the Trust's logo. If you have questions about writing or distributing your press release, contact Elizabeth Schiemann, the Trust's Research and Communications Associate at [elizabeth@kbr.org](mailto:elizabeth@kbr.org).

## Sample Press Release

<Insert organization's logo>

<Date>

### **For Immediate Release**

Contact:

<Primary Contact Name>, <Position>

<Organization Name>

<Phone number>

<Email>

### **<Headline>**

<City>, NC — <Organization name> is pleased to announce that it has received a grant to <project description> from the Kate B. Reynolds Charitable Trust in Winston-Salem, North Carolina.

The project will improve the lives of local residents by <describe outcomes and timeline of the project>. In addition to \$<grant amount> from the Trust, other funders include: <names of funders or local supporters>.

“Quote from agency director or board chairperson describing the important impact this grant will have on the community,” says Jane Doe, <Title> of <Organization Name>.

Insert information about your organization's work and the local context of the project. State specifically what this work will mean to local residents and organizations.

Include your organization's standard language: <Name of recipient organization> was founded in <year> and has served <number of people> in <geographic region> by <description of services provided>. <Name of chairperson> is Chairperson/President of the Board of Directors.

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