



Writing a Press Release

Use headed paper or your logo. If you are sending your release electronically, include the logo in the header.

Each press release must also include the Building Better Opportunities logo, which must be at least the same size as the logo of any other funder.

News Release Structure

Include the date at the start

Use a short, straightforward heading which makes it clear what the article is about.

Opening line: Your first line should provide a short summary of the most important element of the story. This should be around 15–20 words.

Following paragraph: this should contain the most interesting and important fact(s). Try to include who, what, where, when and why in a few lines. Every important point should be addressed in the first few sentences – the subsequent paragraphs should be for supporting information.

Subsequent paragraphs: these should be in order of priority. Not all people will read the full article, so ensure they see the important information quickly.

You **must** include a reference to The National Lottery Community Fund and the European Social Fund within the text of the article. This is necessary to comply with ESF funding guidance, so should be early on in the article. Please ensure the names of both organisations are typed out in full.

Include direct quotes where possible, with the full name and job title of your spokesperson. Keep your quote to a few sentences. Make sure it sounds like a real person talking, as quotes add a human element. Quotes should be insight and opinion, not information.

Include a short summary of background information on the organisation for context – but remember that this isn't the main focus of the piece.

Include a contact name, email address, telephone number and website.

Notes to editors

This section must be included in each press release. You will find the exact notes to editors in section 9.2 of the Guide to delivering European funding. Copy and paste the wording, filling in the exact amount.

While writing, remember:

- Consider what makes your story interesting and relevant. Media outlets want stories that interest their audience specifically, so emphasise why your service matters to them.
- Avoid jargon in Press Releases that aren't going to industry specific publications

Please be aware that whilst we wish to be helpful, you must not rely on information or opinion provided by The National Lottery Community Fund as an alternative to consulting ESF guidelines or obtaining your own independent advice from a suitably qualified professional. Any reliance you place on guidance provided by The National Lottery Community Fund is strictly at grant holders' own risk.



- Include a clear, high quality image as an attachment to your email, not within the article document. Action shots that demonstrate your work are generally more engaging than posed photos. But don't clog up journalists inboxes with multiple images – let them know they can contact you for more.
- If sending your release as an email attachment, don't forget the body of the email itself. Address emails personally if possible, include a clear subject line, and summarise who you are, what your article is about, and why it is relevant to their audience. Just saying "press release attached" will likely get your email classified as spam.
- Get somebody else to proofread it before you send it out. When we are engrossed in a task it becomes harder to spot mistakes. If nobody else is able to proofread your release, do a different task, then come back to your release with fresh eyes.
- Journalists may need to contact you with further questions. Include who they should contact and how, if different from the details in the release.
- Keep it concise.
- If you are trying to get coverage in a range of places (eg. local newspaper, online blog, sector specific magazine) rewrite your press release for each audience, bearing in mind what interests them.

Updated January 2019