



Contact: 512.582.2197, info@nvcnetwork.org; www.nvcnetwork.org

When to Send a News Release

- Report that your program has expanded, introduced new services, moved, or opened a new office.
- Announce accomplishments in fund-raising over a certain time period, emphasizing the number of donors or the amount raised.
- Announce an especially large contribution from a generous donor or a large grant from a foundation or government agency. Be certain that the donor approves a public announcement.
- Report the number of people served by your program over a certain period.
- Provide a timely public service message, such as the need for transportation to chemotherapy and how volunteers are needed.
- Present your program's position on critical issues. This may accompany a recent speech or testimony that details the position.
- Describe the history of your program or its constituency when it reaches a milestone, such as 10, 25, or 50 years. This is a good time to summarize accomplishments. Contrasting your current state with conditions 25, 50, or 100 years ago often serves to accentuate the progress and value of your program. Juxtaposing photos of the old and new can provide a vivid illustration.
- Describe a moving story that illustrates in human terms the work of your volunteers, such as how a life was saved, how a disabled person was able to shop, or how a person was able to remain independent because of the intervention of a volunteer.
- Announce the election of new directors, trustees, or officers.
- Your program adopts a new mission, changes or broadens its services or focus.
- You establish an advisory board of constituents to help your program continue its tradition of good service.
- Your program receives an award, recognition, commendation, or accreditation from another organization or government or community agency.
- A volunteer is honored for outstanding performance or named to a leadership position.
- Your program presents an award recognizing someone who has made exemplary contributions to the ideals represented by your program. For example, you can honor a generous donor or a religious leader who has supported your program. You could establish an annual award in the name of a distinguished member or founder of the program.
- Your program sponsors a major community event that is open to the public, such as a festival, fair, training program or support group for family caregivers or demonstration of valuable skills.
- Report the findings of a new survey you conducted of care receivers, volunteers, or community residents. This can be the same survey used to track the success of the public relations program.
- In December, comment on the progress made in the year just ending and the goals for the year ahead.

For additional information, consult the following publication:

Smith, Bucklin & Associates, [The Complete Guide to Nonprofit Management](#). New York: John Wiley and Sons, 2000.

This information is provided by the National Volunteer Caregiving Network as part of the organization's Training and Technical Assistance outreach for members and is designed to provide program directors with resources on core areas of program management. For additional information, contact the *National Volunteer Caregiving Network* at 304.907.0428 or by e-mail at info@nvcnetwork.org.