

HOW TO

Submit a Press Release

- Use the press release template "**F2OPressRelease**" found in your Funds2Orgs Marketing Toolkit under "**More...**" then "**All the Extras**".
- Fill in the blanks to personalize your story. **Emphasize local impact** and **attach visuals** (photos, videos, or event invites)
- Share with your fundraising coach to ensure it's grammatically correct for editors
- Send to local newspapers, TV and radio stations, and community calendars. Timing matters—early in the week works best.
- Be available for interviews—have a spokesperson ready to speak.
- **Share, share, share!** Regularly post updates on all social media channels and digital platforms throughout your entire shoe drive fundraiser to keep the momentum going and engage your audience at every stage.
- For immediate needs or questions, contact your coaching team or hello@funds2orgs.com.



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