You may wish to use the sample press release below when notifying the media about your grant from the Community Foundation of Northern Illinois. CFNIL logos and the Media Contact List can be found here: [www.cfnil.org/grants/how-to-publicize-your-grant/](http://www.cfnil.org/grants/how-to-publicize-your-grant/)

When distributing your press release by email it is useful to personalize the emails with the journalist’s name whenever possible – this will require sending individual emails to each contact rather than one mass email. Alternately, use the “BCC” field for the media contact emails and put your own email in the “To” field for a more personalized appearance. Use a short (6-10 word) subject and consider using the following cover email:

*Hello Name, [or Good morning/afternoon if you aren’t personalizing with a name]*

*I have a great local story to share about a grant organization received from the Community Foundation of Northern Illinois. The grant will allow us to describe specific impact of the grant for the local community with these funds.*

*A press release with more information is attached. For additional questions, contact me at email address/phone number.*

Please copy Engagement Officer Jennifer Smith on press releases and contact her with questions: [jsmith@cfnil.org](mailto:jsmith@cfnil.org)

**

**FOR IMMEDIATE RELEASE**

**DATE**

**For further information contact:**

Contact, Title

Organization

Phone | Email

**TITLE: CONCISE DESCRIPTION OF THE ESSENTIAL FACTS**

Organization is proud to announce it has received a $amount grant for project title**.** The grant was awarded by the name of fund listed in your grant letter of the Community Foundation of Northern Illinois’ Community Grants Program (or other program if applicable).

Explain the project and why this story is relevant to the local news outlet and its audience. Explain why this project/program/event is important and who will benefit from it. If your organization has received funding for an event, please make sure to include information about location, duration, and where interested parties can find more information.

Insert quote from your President, Board Chair, or relevant staff members explaining the project’s goals and why your organization is excited to receive the grant.

**About Your Organization:**

Insert your organization’s mission and a brief history of its service to the region. Include the name of your organization’s Board Chair and Executive Director if you have not already done so before.

**About the Community Foundation of Northern Illinois:**

The mission of the Community Foundation of Northern Illinois is to serve as a catalyst for giving in order to attract, preserve, and grow an endowment for current and future needs of Northern Illinois. Since its founding in 1953 CFNIL has granted more than $71 million for charitable purposes. Learn more about CFNIL’s grantmaking and commitment to endowment at [cfnil.org](http://cfnil.org).

# END #