

## When to Send a Press Release

There are some obvious reasons to send a press release: launching a new program, announcing the appointment of someone new to your organization, or announcing a particularly large bequest inspired by your LEAVE A LEGACY program. But there are some less obvious reasons for writing a release. Anytime you find yourself in the midst of a huge project for your LEAVE A LEGACY program, you should be asking, “Should I write a press release about this?”

Behind every press release, there should be a “hook.” Simply stated, this is the reason you're writing a release. The hook is the very element that brings your release into the present or future tenses. You'll find that media are very rarely interested in what happened yesterday.

Is your hook a future event to which you're inviting the media? Is the hook the announcement that you've met a certain goal or projection? Is the hook the passage of new legislation that will facilitate more charitable gifts? Is the hook to announce a free public workshop?

The hook is what makes your release newsworthy. Almost every release you write is valid and newsworthy for LEAVE A LEGACY insiders, but news media receive hundreds of releases per week from organizations that all have worthy causes. It's simply not realistic to expect they'll run everything we send them. But it's impossible to predict those “slow news days” when your release may make it into the fold.

Make sure to read through all the links below for some of the best advice on breaking through the media's concrete wall.