

YOUR LOGO HERE

For Immediate Release

CONTACT NAME
AGENCY
PHONE #
EMAIL

Over \$100,000 of free marketing & communications help available to local charities

CITY, STATE – DATE - Leading branding and marketing agency, AGENCY NAME leads a team of marketing and communications professionals as they set out to adopt a charity's marketing efforts for an entire year.

"All of us get solicited to do pro bono work for charities," explained AGENCY CEO, the agency's CEO. "But it's usually pretty piece meal and we don't get to have a long-term effect on the charities' success. This program will allow us to immerse ourselves in a single charity, for a year, and really have an impact," he concluded.

Charities will need to apply for this program and only one, in the YOUR MARKET metro, will be selected for CURRENT YEAR. Charities can learn more about the program and download an application at URL.

"We couldn't have created this program without our partners," AGENCY CEO added. "Together, we've decided to team up and take a single charity under our collective wings for an entire year. By the end, the charity will have received well over \$100,000 in services and goods."

At no cost to the charity, the team will provide branding and marketing expertise, a marketing plan, marketing counsel, communication materials, board development guidance, a fundraising plan, original photography, a website (or revamping of their current site), video production (a video or TV spot), audio production (radio spots or audio for another project), and some social media tools/coaching. (LIST YOUR OFFERINGS HERE)

The partners in this endeavor are:

AGENCY
VIDEO PRODUCTION
PHOTOGRAPHER
PRINTER
MEDIA
ANYONE ELSE YOU RECRUIT

In addition, THE AGENCY will also reach out to their other business partners as needed.

AGENCY CONTACT INFO

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Charities will need to complete their applications by DATE. Please direct all inquiries to NAME AND PHONE NUMBER OR EMAIL ADDRESS.

BLURB ABOUT THE AGENCY (BOILERPLATE STUFF)

Comments from the participants: (contact information available)

BOB SMITH, owner of XYZ said, “We’ve been a part of this from the very beginning. It’s gratifying to work with other professionals who share our belief in giving back to the community.”

MARY JONES, owner of XYZ Companies added, “We’re looking forward to bringing our expertise with non-profits to the team. Being able to work with a charity for an entire year will be a real privilege.”

JOHN DOE, owner of ABC commented, “Like the other companies involved in this project, I really love what I do. Now I get to share my love and talents with those who really need them. It doesn't get any better than that!”

NANCY DREW, owner of GHJ remarked, “When THE AGENCY approached me about this idea, I was thrilled to be a part of giving back to the community. I’m proud to be included and look forward to helping one of COMMUNITY’S charities take a huge step forward.”

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AGENCY CONTACT INFO