10-Step Checklist for your Press Release

01 CONTACT DETAILS

Do you have the name of a specific individual to send it to (and a follow up phone number)? Don’t use a generic email address.

02 CATCHY HEADLINES

Does your press release have a catchy headline? Put the most newsworthy bit of your story at the start of the release.

03 TO THE POINT

Are your sentences concise and without acronyms? If you must use acronyms, ensure they are spelt out in full at the beginning. Avoid really technical terminology.

04 RELEVANCY

Is it relevant to the readers of the publication you are sending it to? Have you found a good hook?

05 STATISTICS

Have you included some statistics? Publications love statistics!

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06 EXAMPLES
Have you included an example of someone whose life has changed because of your project, campaign or the work of your organisation?

07 QUOTATIONS
Have you included quotations from experts in your field which support or back up your work?

08 DON’T BE AFRAID TO SHOW OFF
If you have been supported by high profile individuals, companies or government, have you mentioned this in your press release? And if you have a quotation from them or can get one, do remember to include it.

09 LOGOS AND PARTNERS
Have you included logos of any partners you are working with also? This is especially important to consider if you are working with or received funding from governments, foundations, trusts or big companies. It adds some weight.

10 ACCOMPANYING MEDIA
Do you have a couple of good photographs or videos to share, and have you included your contact details, website address or social media channel handles within your release?

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