



## Sample Media Pitch Email

Subject Line:

“[Nonprofit Name] Hosts Event to Empower Individuals with Disabilities – Invitation to Cover”

Email Body:

Hi [Journalist’s Name],

I’m [Your Name], [Your Title] at [Nonprofit Name], a nonprofit serving individuals with intellectual and developmental disabilities (I/DD) in [Location]. We are hosting [Event Name] on [Date], and I’d love to invite [Outlet Name] to cover this important event.

The event will bring together community members, local leaders, and advocates to [brief event purpose]. It will feature powerful personal stories from individuals with I/DD who have benefited from our programs, including [brief story]. We believe this event will inspire our community and bring attention to the vital work being done to support people with disabilities in [Location].

Would you be interested in covering the event? I’m happy to provide more details and arrange interviews with our speakers or participants.

Thank you for considering this opportunity. I look forward to hearing from you.

Best regards,

[Your Name]

[Your Title]

[Your Phone Number]

[Your Email Address]



## Local Media Engagement

### 1. Identify the Right Media Outlets and Contacts

**Target Local Media:** Focus on outlets that have a strong local or regional audience. This includes local newspapers, radio stations, TV news channels, community magazines, and online platforms.

**Research Journalists:** Identify reporters or editors who cover issues related to health, disability rights, human interest stories, or community events. Also look for those who have previously written about nonprofits or advocacy work.

**Build a Media List:** Compile a list of media contacts, including journalists, editors, producers, and bloggers who might be interested in your story.

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### 2. Craft a Compelling Media Pitch

When reaching out to media, your pitch should be concise, newsworthy, and engaging. Here's how to structure it:

#### A. Start with a Strong Subject Line (for email pitches)

Example:

“How [Nonprofit Name] is Changing Lives for Individuals with Disabilities in [Location]”

“Invitation to Cover [Event Name]: Empowering the I/DD Community in [Location]”

#### B. Brief Introduction (1-2 Sentences)

Introduce yourself and your nonprofit:

“I’m [Your Name], [Your Title] at [Nonprofit Name], a nonprofit dedicated to serving individuals with intellectual and developmental disabilities (I/DD) in [Location]. We provide [brief description of services] to help people with I/DD live fulfilling, independent lives.”

#### C. Hook with a Newsworthy Angle

**Events:** Highlight upcoming events that might interest local media, such as fundraisers, awareness campaigns, or community engagement initiatives:

“I’d like to invite [Outlet Name] to cover our upcoming event, [Event Name], which will bring together [number] of community members, advocates, and local leaders to [purpose of event]. The event will feature keynote speakers, success stories from individuals with I/DD, and opportunities to engage the community in our mission.”

**Human Interest Stories:** Share impactful success stories about individuals your nonprofit has helped:

“We recently worked with [Client’s Name], a young adult with developmental disabilities who, after receiving support from our vocational training program, secured meaningful employment at [Company Name]. This is just one example of how our services are changing lives.”

**Op-Ed Ideas:** Pitch op-eds on timely issues, like funding gaps for I/DD services, inclusive education, or disability rights:

“Given the current discussions on local budget cuts, we believe there’s an important story to tell about how reduced funding will affect individuals with I/DD. I’d like to submit an op-ed to highlight the critical role these services play in our community and how we can ensure continued support.”



#### D. Call to Action

Be clear about what you want the reporter to do:

“Would you be interested in covering our upcoming event?”

“I’d love to discuss how we can collaborate on an op-ed or feature story to bring attention to the needs of the I/DD community in [Location].”

#### E. Include Contact Information

Make it easy for the journalist to reach you by including your phone number and email at the end of the pitch.

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### 3. Write and Submit an Op-Ed

An op-ed is a powerful way to voice your organization’s perspective on I/DD issues. Here’s how to approach it:

#### A. Choose a Timely, Relevant Topic

**Local Impact:** Focus on an issue that directly affects the local community, such as funding for I/DD services, accessibility in public spaces, or inclusive employment policies.

**Tie to Current Events:** If there’s a local policy discussion, upcoming council vote, or an event like National Disability Employment Awareness Month, link your op-ed to those events.

#### B. Keep It Short and Focused

**Word Count:** Most op-eds are 600-800 words. Stay concise and focused on one key issue.

**Make It Personal:** Include personal stories or examples from your nonprofit’s work to bring the issue to life.

**Offer Solutions:** Don’t just point out the problem—offer practical solutions or recommendations.

#### C. Submit to the Right Outlet

Identify the op-ed editor at your local newspaper or online news platform. Follow their submission guidelines carefully.

In your email submission, briefly introduce the op-ed and why it’s relevant to their readership. Include the full text in the body of the email (not as an attachment).

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### 4. Promote Events via Press Releases

A press release is a formal way to announce your nonprofit’s events or important news to local media.

#### A. Key Elements of a Press Release:

**Headline:** Grab attention with a clear, concise headline that summarizes the event.

**Example:** “Local Nonprofit Hosts Event to Empower Individuals with Intellectual and Developmental Disabilities”



**Dateline:** Include the city and date of the release.

**Opening Paragraph:** Summarize the event with the most important details (who, what, when, where, why).

**Body:** Provide more details, such as speakers, sponsors, or special activities. Include a quote from an organizational leader or notable participant.

**Closing Paragraph:** Include background on your nonprofit and contact details for further information.

## B. Distribution

**Email:** Send the press release directly to your media contacts. Use a compelling subject line and keep the email body short, with the full release either pasted below or attached.

**Newswire Services:** Consider using local press release distribution services to broaden your reach.

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## 5. Leverage Success Stories for Features or Profiles

Journalists love to feature compelling human interest stories. Pitch success stories to showcase how your nonprofit has made a tangible impact on individuals with I/DD.

### A. Choose the Right Story

Select a story that is emotional, inspiring, and highlights the broader issues facing the I/DD community.

Get permission from the individuals or families involved before sharing their story with the media.

### B. Pitch a Feature Story

Reach out to a journalist or editor who writes about community issues or health and wellness.

In your pitch, outline why the story is compelling and how it highlights a larger issue (e.g., the importance of inclusive employment, access to healthcare, or education for individuals with I/DD).

Offer interviews with the individual featured in the story, their family, and a representative from your nonprofit.

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## 6. Build Relationships with Media Contacts

**Follow Up:** After your initial pitch, follow up politely if you haven't received a response within a week.

**Be a Resource:** Position yourself and your nonprofit as a reliable source for future stories on disability issues. Keep journalists informed of new developments, events, and stories.

**Express Gratitude:** When a reporter covers your event or publishes your op-ed, send a thank-you note to show appreciation and build rapport.

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## 7. Amplify Media Coverage

Once your story is covered, make the most of the exposure:



**Share on Social Media:** Post the article or news segment on your nonprofit's social media channels. Tag the journalist or media outlet to increase visibility.

**Feature on Your Website:** Create a "Media" or "In the News" section on your website where visitors can see your nonprofit's coverage.

**Use in Fundraising:** Include media coverage in your newsletters, annual reports, or fundraising campaigns to demonstrate your nonprofit's impact.

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