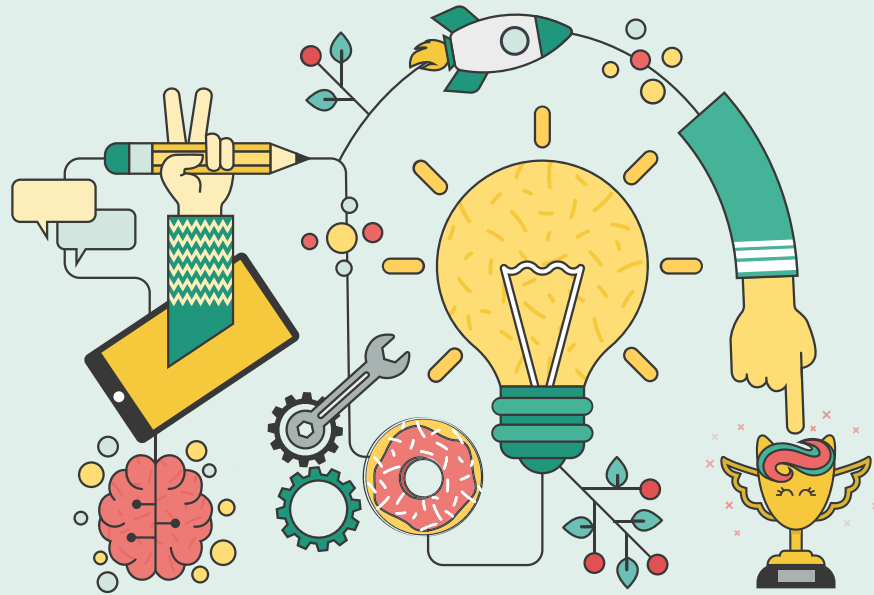


INSPIRED BY



The Project ^{FACTORY}

STEP 3. BUILD A BRAND IDENTITY AND START PROMOTING

Press release

Writing a press release to publicize your project

A press release will help you raise awareness of your project in your community.
You might also attract the interest of potential partners.

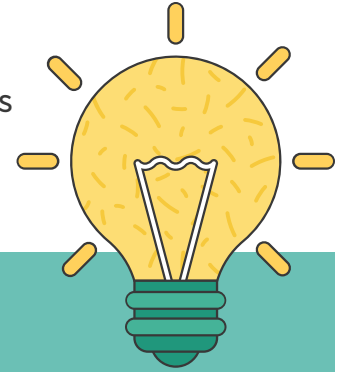


What is the purpose of a press release?

A press release is a short text (about 1 or 2 pages) that is sent to the media to raise awareness of your project. This communication tool allows you to establish your image and present and promote your project. Using this tool has a tremendous impact.

Who should a press release be sent to?

It's important to think about whom to send a press release to. Look for potential media outlets in your area. Complete the table to create a list of media outlets where you could send your press release.



MEDIA

NEWSPAPERS

E.g., student newspaper, regional newspaper, etc.

.....

RADIO

E.g., student radio, regional radio, etc.

.....

TELEVISION

E.g., regional television, etc.

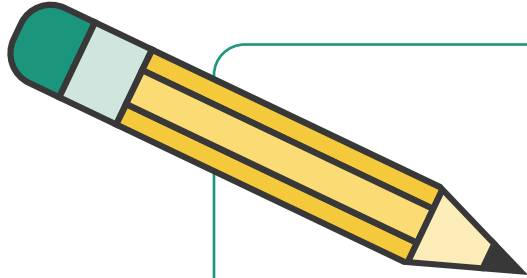
.....

OTHER IDEAS

.....

How do you write a press release?

Let's take a closer look at what a press release should contain.



PRESS RELEASE
SPECIFY THE RELEASE DATE

TITLE OF PRESS RELEASE Subtitle (if needed)

PLACE, DATE (MM DD, YYYY) — This paragraph should present in a few lines the key elements of the project and what you need to communicate. The reader should be able to get the message when they read this paragraph. Be sure to include the following: (- who) (school, sector or territory - where), (fundraising goal - what and why), (goal amount - how much you need to raise), (campaign end date - when).

Title as needed to make reading easier

Why did you choose to fundraise? The second paragraph provides more information. This is the place to describe the project in more detail. If your project has a "wow" factor, this is a good place to mention it! If you are contacting a local media outlet, you can describe how your project will impact your neighbourhood, city or region!

If necessary, you can include a quote from someone involved in the project, such as the leader, the mentor or even the school administration. You can do this by following this format: **"INSERT A QUOTE HERE,"** said **NAME, TITLE AND ORGANIZATION OF THE PERSON PROVIDING THE QUOTE.**

You can include a campaign visual, group photo or other image, if applicable. Remember to add a caption to the photo!

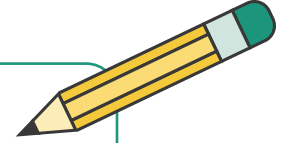
[insert your image here]

From left to right, **NAME** and **TITLE** of the people in the picture.

Be sure to respect copyright and cite the source of the image (see the [terms of use](#) on the Project Factory website).



How do you write a press release? (cont.)



Help raise funds

Explain how the public can contribute to fundraising, add the website (**CAMPAIGN URL**) and list the most appealing benefits.

Thank you to our partners!

Already have partners who support your project? Have you received additional funding as part of your fundraising? This is a good place to describe their involvement. Some partners will ask you to add an "About" paragraph. If they do, you can insert it just below.

About PARTNER'S NAME

(Insert the introductory paragraph about the main fundraising partner here.)

About FUNDRAISING PLATFORM

(You can use the text below to introduce the fundraising platform).

About The Project Factory

The Project Factory is designed to help elementary and secondary schools in Quebec and Ontario carry out school projects and extracurricular activities. Using a secure account, schools and project leaders can manage fundraisers for all kinds of projects in just a few clicks. The Project Factory is also much more than a crowdfunding site. It provides valuable educational resources to promote financial literacy and get people excited about supporting school projects. Parents can rest easy. The site was designed to be a safe, welcoming and secure space for students.

Source:

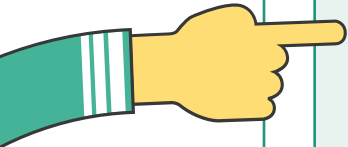
FIRST NAME LAST NAME

POSITION, SCHOOL

CLASS

EMAIL

PHONE NUMBER



Example of a press release

PRESS RELEASE
For immediate release

SUPPORT THE STUDENTS OF ÉCOLE LAURIER SO THEY CAN DISCOVER NUNAVUT!

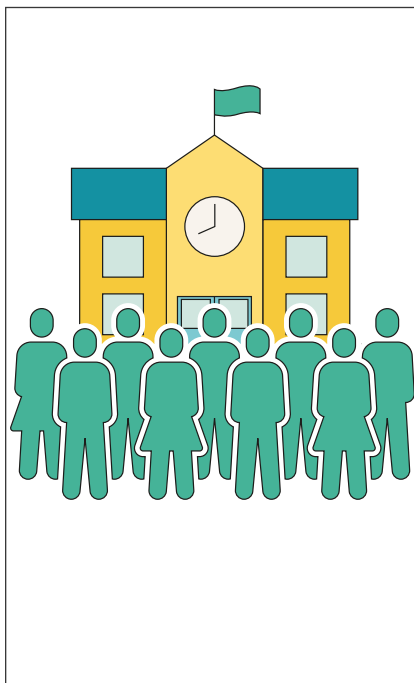
The first cohort in our region!

Montreal, September 15, 2022 — As part of its immersive cultural learning program, École Laurier in Plateau-Mont-Royal is organizing a special trip to Nunavut that will enable 30 second-year high school students to meet with First Nations. To finance this enriching experience, the participants are launching a fundraising campaign today on the Project Factory platform. The community has until December 1, 2022, to help them reach their goal of \$10,000!

A unique project

The "Découvertes nordiques" program was launched by the Quebec government's Secrétariat à la jeunesse in April 2022. This project enables students from all over the province to network with students at the same level at a school in Nunavut. Throughout the year, video-conference workshops will be organized to allow the 2 groups to get to know each other while sharing their cultures and what they have learned.

"This is the first time a group of students has had the opportunity to go on an adventure. It's a privilege for École Laurier to have been selected from over 1,000 applications to have such an experience. The students selected have shown great interest and we are delighted to accompany them on this educational journey," said Ms. Gravel-Denis, principal of École Laurier.



[From left to right, name and title of people in the image]

Help raise funds

To cover expenses related to travel and activities, the participants rallied together in an innovative way and today launched a fundraising campaign in the form of crowdfunding on the Project Factory platform: theproject-factory.ca/decouvertesnordiques. This is an exclusive new tool for schools to make online fundraising easy and safe. Contributions will be collected by credit card.

In exchange for their contribution, supporters will be able to purchase a jersey or cap with the "Découvertes nordiques" program image created by Manouane Beauchamp, a young Inuit artist, buy a ticket for our spaghetti night on December 15 or make a donation of their choice. In addition, supporters will be invited to sign a large banner that the students will take with them on the trip and that will be given to the school they visit as a gift.

Thank you to our partners!

Thank you to Imprimerie Express for its support. Its participation enables us to print the beautiful jerseys and caps locally to maximize the funds raised. Thank you also to Épicerie Laurier for its contribution to our spaghetti dinner.

About Imprimerie Express

Imprimerie Express is the gold standard in printing in Plateau-Mont-Royal and has been serving the community since 1962: imprimerieexpress.com.

About The Project Factory

The Project Factory is designed to help elementary and secondary schools in Quebec and Ontario carry out school projects and extracurricular activities. Using a secure account, schools and project leaders can manage fundraisers for all kinds of projects in just a few clicks. The Project Factory is also so much more than a crowdfunding site. It provides valuable educational resources to promote financial literacy and get people excited about supporting school projects. Parents can rest easy. The site was designed to be a safe, welcoming and secure space for students.

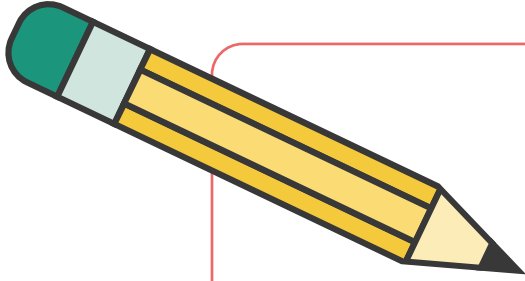
Source:

Mélanie Rancourt, head of the "Découvertes nordiques" program, École Laurier, Secondary 2
Melanie.rancourt@csxyz.com
514-789-1234

How do you write a press release?

SHORT
VERSION

Let's take a closer look at what a shorter
press release should contain.



PRESS RELEASE
SPECIFY THE RELEASE DATE

TITLE OF PRESS RELEASE

Subtitle (if needed)

PLACE, DATE (MM DD, YYYY) — This paragraph should present in a few lines the key elements of the project and what you need to communicate. The reader should be able to get the message when they read this paragraph. Be sure to include the following: (– who) (school, sector or territory – where), (fundraising goal – what and why), (goal amount – how much you need raise), (campaign end date – when) and where to contribute to the fundraiser (campaign URL).

Include a campaign visual, group photo or other image, if applicable. Remember to add a caption to the photo!

[insert your image here]

From left to right, **NAME** and **TITLE** of the people in the picture.

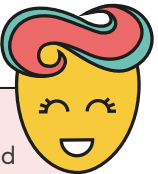
Thank you to our partners!

Already have partners who support your project? Have you received additional funding as part of your fundraising? This is a good place to list the names of your partners.

Source:

FIRST NAME, LAST NAME, POSITION
SCHOOL, CLASS,
EMAIL
PHONE NUMBER

Be sure to respect copyright and cite the source of the image (see the [terms of use](#) on The Project Factory website).



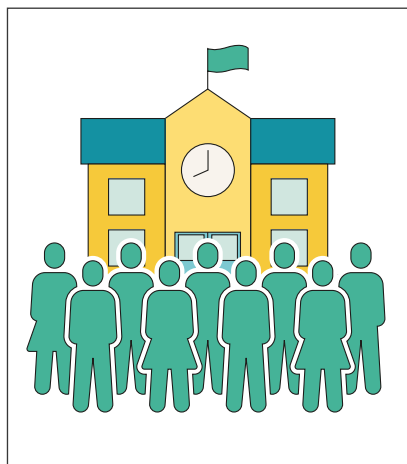
Example of a short press release

PRESS RELEASE
For immediate release

SUPPORT THE STUDENTS OF ÉCOLE LAURIER SO THEY CAN DISCOVER NUNAVUT!

**The first cohort in
our region!**

Montreal, September 15, 2022 — As part of its immersive cultural learning program, École Laurier in Plateau-Mont-Royal is organizing a special trip to Nunavut that will allow 30 second-year high school students to meet with First Nations. To finance this enriching experience, the participants are launching a fundraising campaign today in the form of crowdfunding on the Project Factory platform: theprojectfactory.ca/decouvertesnordiques. The community has until December 1, 2022, to help them reach their goal of \$10,000!



[From left to right, name and title
of people in the image]

In exchange for their contribution, supporters will be able to purchase a jersey or cap with the "Découvertes nordiques" program image created by Manouane Beauchamp, a young Inuit artist, buy a ticket for our spaghetti night on December 15 or make a donation of their choice. In addition, supporters will be invited to sign a large banner that the students will take with them on the trip and that will be given to the school they visit as a gift.

Thank you to all of you for helping us make our project a reality!

Thank you to our partners!

Imprimerie Express and the Prochain Destination travel agency.

Source:
Mélanie Rancourt, head of the
"Découvertes nordiques" program,
École Laurier, Secondary 2
Melanie.rancourt@csxyz.com
514-789-1234