

[ORGANIZATION LOGO]

FOR IMMEDIATE RELEASE

# **[Organization Name] Launches [Initiative/Program/Campaign] to [Community Impact Goal]**

*[Subheadline highlighting the scale of impact or call to action — under 120 characters]*

CITY, State, Month Day, Year /PRNewswire/ — [Organization Name], a nonprofit dedicated to [mission], today announced [initiative/program/campaign name], a new effort to [what it will accomplish]. [One sentence on why this matters to the community or cause].

## **The Need**

[Describe the community need, social issue, or gap that this initiative addresses. Include relevant statistics, research, or real-world context that illustrates the urgency and scale of the problem.]

## **Community Impact**

[Detail the expected outcomes and impact of the initiative. Include specific goals, target populations, geographic focus, and measurable objectives. Describe how success will be measured.]

- [Impact metric 1]: [Specific target, e.g., serve 5,000 families in the first year]
- [Impact metric 2]: [Specific target, e.g., distribute \$500,000 in direct aid]
- [Impact metric 3]: [Specific target, e.g., train 200 community volunteers]
- [Impact metric 4]: [Specific target, e.g., expand to 10 underserved neighborhoods]

*"[Quote from Executive Director or founder about the initiative's importance]," said [Full Name], [Title] at [Organization Name]. "[Second sentence about the community's role or the organization's commitment]."*

## **How to Get Involved**

[Organization Name] invites members of the community to support [initiative name] through the following opportunities:

- Donate: [URL or instructions for making a contribution]
- Volunteer: [URL or instructions for signing up to volunteer]
- Attend: [Upcoming events related to the initiative, with dates and locations]
- Spread the Word: [Social media handles, hashtags, or sharing instructions]

*"[Optional quote from a community partner, beneficiary, or local official about the initiative]," said [Full Name], [Title] at [Partner Organization]."*

## **About [Organization Name]**

[Organization Name] is a [501(c)(3) nonprofit / charitable organization] founded in [year] with a mission to [mission statement]. [Key accomplishments or reach.] For more information, visit [website URL].

**Media Contact:**

[Full Name]

[Title]

[Organization Name]

[Email]

[Phone Number]

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