



# American Nephrology Nurses Association

## Instructions for Using the Media Release Template

Thank you for participating in the "Feed Your Kidneys" drive! Below are step-by-step instructions on how to use the provided press release template to promote your chapter's event to local reporters, journalists, bloggers, and other media outlets.

### 1. Customize the Press Release Template:

- **Download the Template:** Access the press release template provided by ANNA (American Nephrology Nurses Association).
- **Personalize Details:** Replace placeholders such as [Chapter Name], [Selected Food Bank/Pantry Name], [Specific Date and Time], and [Your Name] with your chapter's specific information.
- **Edit Content:** Tailor the body of the press release to include details about your chapter's involvement, volunteer activities planned, and the impact of the "Feed Your Kidneys" drive on your local community.

### 2. Craft a Compelling Headline:

- Ensure your headline is attention-grabbing and summarizes the essence of your event.
- Highlight key elements such as community impact, volunteer efforts, and the donation aspect of the event.

### 3. Include Relevant Quotes:

- Instead of the included quote, consider using a unique quote from your chapter leader or spokesperson emphasizing the significance of the event and your chapter's commitment to community service.
- Personalize the quote to reflect your chapter's enthusiasm and dedication to the cause.

### 4. Provide Contact Information:

- Include contact details for your chapter's designated media contact person (e.g., [Your Name], [Your Position], [Your Email Address], [Your Phone Number]).
- Ensure this information is easily accessible for reporters interested in covering or learning more about your event.

### 5. Review and Finalize:

- Proofread the press release for clarity, accuracy, and consistency.
- Ensure all dates, times, and locations mentioned are correct and up-to-date.

- Check formatting and ensure the press release adheres to any specific guidelines provided by ANNA or your local media outlets.

## **6. Distribute to Media Outlets:**

- Compile a list of local reporters, journalists, bloggers, and media outlets who cover community events, healthcare, or local news. (We've provided a guide if you need help with this) [{Link TK}](#)
- Personalize each outreach email or communication with the recipient's name and media outlet.
- Send the press release via email or through online submission forms provided by media outlets.
- Follow up politely after a few days to confirm receipt and inquire about their interest in covering your event.

## **7. Utilize Social Media and Networks:**

- Share the press release on your chapter's social media channels, tagging relevant media outlets and using appropriate hashtags.
- Encourage chapter members and volunteers to share the press release on their personal social media profiles to increase visibility and reach.

## **8. Monitor and Respond:**

- Monitor responses from media outlets and journalists who express interest in covering your event.
- Respond promptly to any inquiries or requests for additional information.

## **9. Track Coverage and Share Success:**

- Keep track of any media coverage generated by your press release.
- Share links to articles or media coverage on your chapter's website, social media, or in newsletters to showcase your chapter's impact and community involvement.

## **10. Evaluate and Learn:**

- After the event, evaluate the effectiveness of your press release outreach.
- Identify areas for improvement and incorporate feedback into future press release efforts.

By following these instructions, you will effectively promote your "Feed Your Kidneys" drive event to local media outlets and maximize visibility for your chapter's valuable community initiatives.