**5 Things to Include in any Press Release**

[Shared/adapted from article from MOTIVE PR](https://www.motivepr.co.uk/blog/five-things-you-should-always-include-in-a-press-release)

1.    DATE FOR RELEASE

If you want to notify journalists of something notable that’s happening in the future, you might want to embargo your release for a certain date or time. Make it as clear as possible by writing it right at the top of the release, in capital letters and in bold if necessary. Something like “Date for release” or “Embargoed until” will do the job.

2.    AN ATTENTION-GRABBING HEADLINE/TITLE

To save your press release from drowning in the inboxes of news agencies make sure it has an attention-grabbing headline that you can also be used as the email subject if necessary.

It’s good practice to write like your article is on the front page because not only will it be more interesting for journalists scrolling through their inbox. Keep it short and sweet, and SEO-friendly, and you’ll be on to a winner.

3.    BUSINESS WEBSITE

It’s absolutely imperative that your Rotary Club’s press releases include your website. By doing this you: a) show journalists where they can go for more information about your business and b) increase the likelihood of them publishing your article with one of those all-important backlinks to your site, which is going to improve your SEO RANKING. You can read more about the impact of link building and earning.

4.    COMPANY DESCRIPTOR

Don’t assume that everyone knows your Rotary Club and what you do. You should always include some kind of descriptor about Rotary and your club. This could help your keyword rankings if you’re clever about it, so when people are searching for service clubs in your area that yours may likely pop up.

5.    A QUOTE

Include quotes in your press release, and make sure they can stand alone. If they were shared without the rest of your release, would they convey the most important elements of your news? Make sure they do because journalists will often pull quotes out of releases to support other articles and features.

People know you’re excited enough to issue a press release, so use the quote to focus on a strategic message, rather than sweeping, generic statements like “we’re really excited/pleased/happy about this.” It’s always best to name a relevant staff member, for example “Bob Smith, president of the \_\_\_\_\_\_ rotary club said:” but if you’re on a tight deadline and struggling to get sign off from someone who’s happy to be named in the release, “a spokesperson” will do.

6.    GREAT SUPPORTING IMAGES

A good set of images can make a great pitch, press release or concept outstanding and will help put your brand in front of the right people. Also, people are likely to be turned off by reams and reams of sentences and paragraphs, so including a couple of images will help break up the text and allow journalists and readers to visualize the story.