(BDP’s - Best Demonstrated Practices)

* Download **Press Release Template** from Club Website
  + Hendersonvillerotary.com
  + Club Links / Documents / Public Image
* Update Content
  + Title and Headers
  + First Two Paragraphs
* Review last / third paragraph for updates
  + Submit suggestions to PI Chair and Club President for approval
* SAVE as WORD document
* Attach to email
* Open **Press Contacts Spreadsheet** from Club Website
  + Hendersonvillerotary.com
    - Login to DACDB to access “SECURE FILES”
      * Login is email address and Member #
      * Member # can be found on your Rotary Magazine
    - DACDB / My Club / Club Files / Secure Files
* Copy the email addresses from the spreadsheet
* Paste them into the BCC / Blind Carbon Copy of the email
* Address the email to yourself
* Subject line - “PRESS RELEASE - Rotary Club ***does something cool”***
* Body of email - “Greetings, Press release from The Hendersonville Rotary Club is attached for Immediate Release. Photo includes, from left to right, “Name, Rotarian; Name, Club President; Name, Mayor; Photography Credit - Greg Knight. Please let me know if you have any questions or need further information. Thank you, Your Name, Public Image Committee, Hendersonville Rotary Club, Your Phone #, Your Email

