



How to Use These Templates

Included in this document are eight press release templates for various events and announcements you may want to share with the public. These templates include prompts for the following occasions:

1. New Product or Service Release
2. Fundraising Announcement
3. New Partnership
4. Organisation Milestone or Momentum
5. Hiring an Executive
6. Winning an Award
7. Major Membership Acquisition
8. Organisation Merger/Acquisition

Some of the content in each template varies based on the purpose of the announcement, while some content blocks are commonplace in most or all press releases. Replace all the bracketed content with information pertaining to your announcement.

For best practices, remember to do the following for all of your press releases.

- Start off with a concise lead – the key announcement and reason you’re releasing the statement. No need to wax poetic – remember to get straight to the point here.
- Include at least one quote from an executive or someone directly involved in the story. If another party or company is involved, try to source a quote from them as well.
- Whenever possible, break up takeaways and key points into a bulleted list.
- Keep the entire release brief, but provide a link to a product, company, or blog page for more information if you feel it would benefit the reader.

New Product or Service

Use this template for announcing a new service you'll be providing or a new addition to your product line.

FOR IMMEDIATE RELEASE: [Date]

Rachael Short, PR and Communications Manager

The Arthur Rank Centre

rachael.short@arthurrankcentre.org.uk

[Press Release Title]

[Press Release Subhead (One Line Maximum)]

[Stoneleigh, Warwickshire]: The Arthur Rank Centre has today announced [name of new product/service], a new [product/service]. [Name of new product/service] is [description of product/service] and offers a new way for [target subscriber/membership/donor type] to [benefit or features].

“[Quote from Director/CEO/Board Member about the new merger/acquisition],” says Revd Claire Maxim, Chief Executive at The Arthur Rank Centre. “[Additional quote].”

Features and benefits of [product/service] include.

- Benefit or feature #1
- Benefit or feature #2
- Benefit or feature #3

[Product/Service] will be available starting [availability date], at [price point]. For more information on [product/service], visit [URL of product page].

About the Arthur Rank Centre: The Arthur Rank Centre is an ecumenical national charity, which resources, trains, and advocates for rural Christians, rural churches and the communities they serve. Our vision is of confident rural Christians, encouraged to engage in effective mission and ministry.

Fundraising

If you've raised a round of fundraising, announce it with this press release template.

FOR IMMEDIATE RELEASE: [Date]

Rachael Short, PR and Communications Manager

The Arthur Rank Centre

rachael.short@arthurrankcentre.org.uk

[Press Release Title]

[Press Release Subhead (One Line Maximum)]

[Stoneleigh, Warwickshire]: The Arthur Rank Centre today announced a new round of series [letter] funding of [sum of money] at a valuation of [total valuation (if you choose to disclose)]. This round of funding was led by [name of lead investor] with participation from [name of other participating investors, if applicable].

"[Quote from investor representative about the funding]," says [name], [title] at [company]. "[Additional quote]."

"[Quote from Director/CEO/Board Member about the new merger/acquisition]," says Revd Claire Maxim, Chief Executive at The Arthur Rank Centre. "[Additional quote]."

This new round of funding will be used to [main reason of fundraising]. Specifically, the areas that the company will focus on are:

- Area of focus #1
- Area of focus #2
- Area of focus #3

[Summarize the organisation's growth accomplishments to date so readers are caught up on the organisation's progress].

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Arthur Rank
Centre

CONFIDENT RURAL CHRISTIANS

New Partnership

This release is for announcing partnerships and/or product integrations. There is a separate template for mergers and acquisitions, so head there if that's what you're announcing.

FOR IMMEDIATE RELEASE: [Date]

Rachael Short, PR and Communications Manager

The Arthur Rank Centre

rachael.short@arthurrankcentre.org.uk

[Press Release Title]

[Press Release Subhead (One Line Maximum)]

[Stoneleigh, Warwickshire]: The Arthur Rank Centre has today announced a new partnership with [partner/company name]. This partnership will [goal of partnership to new and existing subscribers/members/donors].

"[Quote from Director/CEO/Board Member about the partnership]," says Revd Claire Maxim, Chief Executive at The Arthur Rank Centre. "[Additional quote]."

"[Quote from new representative of the partner about the partnership]," says [name], [title] at [partner company]. "[Additional quote]."

The benefits of this new partnership include.

- Benefit or feature #1
- Benefit or feature #2
- Benefit or feature #3

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Arthur Rank
Centre

CONFIDENT RURAL CHRISTIANS

Momentum or Milestone

FOR IMMEDIATE RELEASE: [Date]

Rachael Short, PR and Communications Manager

The Arthur Rank Centre

rachael.short@arthurrankcentre.org.uk

[Press Release Title]

[Press Release Subhead (One Line Maximum)]

[Stoneleigh, Warwickshire]: The Arthur Rank Centre today announced [description of momentum or major milestone]. This milestone is a major move for The Arthur Rank Centre on its mission to [main goal of organisation].

“[Quote from Director/CEO/Board Member about the milestone],” says Revd Claire Maxim, Chief Executive at The Arthur Rank Centre. “[Additional quote].”

This news comes in the wake of many recent initiatives and accomplishments of the organisation, including:

- Initiative or accomplishment #1
- Initiative or accomplishment #2
- Initiative or accomplishment #3

[Additional quote, if desired].

To learn more about [milestone], click here [[link to website page about the milestone](#)].

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Hiring an Executive

Announcing a new CEO, executive, C-level professional? Tell the world your good news with this template

FOR IMMEDIATE RELEASE: [Date]

Rachael Short, PR and Communications Manager

The Arthur Rank Centre

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[Press Release Title]

[Press Release Subhead (One Line Maximum)]

[Stoneleigh, Warwickshire]: The Arthur Rank Centre has today announced that [name of new executive] will be joining The Arthur Rank Centre as [title], effective [date of joining].

[Name] will be joining the organisation from [former company], where [he/she] was [former title] for [length of tenure]. [Name] will be bringing [his/her] experience in [area of expertise] to The Arthur Rank Centre to [goal of organisation or role].

Additionally, [name]’s experiences that will benefit The Arthur Rank Centre moving forward include:

- Experience 1
- Experience 2
- Experience 3

“[Quote from new executive about joining the company],” says [name]. “[Additional quote].”

“[Quote from Director/CEO/Board Member about the hiring],” says Revd Claire Maxim, Chief Executive at The Arthur Rank Centre. “[Additional quote].”

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Winning an Award

You won an award? Congrats! Use this template to publicize the great news.

FOR IMMEDIATE RELEASE: [Date]

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The Arthur Rank Centre

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[Press Release Title]

[Press Release Subhead (One Line Maximum)]

[Stoneleigh, Warwickshire]: On [date of award win], [award giver] named The Arthur Rank Centre the winner of [award] at [event]. The award recognizes [reason for award]. Previous winners include [name previous prestigious winners of the award, if appropriate].

“[Quote from Director/CEO/Board Member about the award],” says Revd Claire Maxim, Chief Executive at The Arthur Rank Centre. “[Additional quote].”

“[Quote from award giver about your organisation’s win, if available],” says [name], [role] at [award giver]. “[Additional quote].”

[Input additional content about the award, the ceremony where it was presented, and/or the methodology of award selection, if appropriate].

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Major Customer Acquisition

Finally, you signed that household name company as an official customer. Use this template to highlight the achievement and the details.

FOR IMMEDIATE RELEASE: [Date]

Rachael Short, PR and Communications Manager

The Arthur Rank Centre

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[Press Release Title]

[Press Release Subhead (One Line Maximum)]

[Stoneleigh, Warwickshire]: The Arthur Rank Centre has today announced it has signed on with [customer name] as their [product/service name] for [function of product/service]. The Arthur Rank Centre is excited to partner with [new customer] to provide [benefit of product/service].

“[Quote from Director/CEO/Board Member about the new customer],” says Revd Claire Maxim, Chief Executive at The Arthur Rank Centre. “[Additional quote].”

“[Quote from customer about partnership],” says [name], [title] at [partner company]. “[Additional quote].”

[Additional brief overview of the deal’s details and/or benefits, if applicable].

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About [Partner]: [3-4 sentence description of the new customer and its recent accomplishments, if applicable].

Merger/Acquisition

If you're merging with, acquiring, or being acquired by another organisation, announce the news and briefly outline the details here.

FOR IMMEDIATE RELEASE: [Date]

Rachael Short, PR and Communications Manager

The Arthur Rank Centre

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[Press Release Title]

[Press Release Subhead (One Line Maximum)]

[Stoneleigh, Warwickshire]: The Arthur Rank Centre has today [merged with/acquired/been acquired by] [organization], effective [date].

“[Quote from Director/CEO/Board Member about the new merger/acquisition],” says Revd Claire Maxim, Chief Executive at The Arthur Rank Centre. “[Additional quote].”

“[Quote from Director/CEO/Board Member in second organization about the new merger/acquisition],” says [name], [title] at [second organisation]. “[Additional quote].”

For more information on how the [merger/acquisition] will affect current subscribers and members, please click here [link to further information].

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About [Other Organisation]: [3-4 sentence description of the new customer and its recent accomplishments, if applicable].