

February 4, 2026

PR MUST-HAVES FOR NONPROFITS



“ The media's the most powerful entity on earth.”

— Malcolm X





ADVERTISING

VS

MARKETING

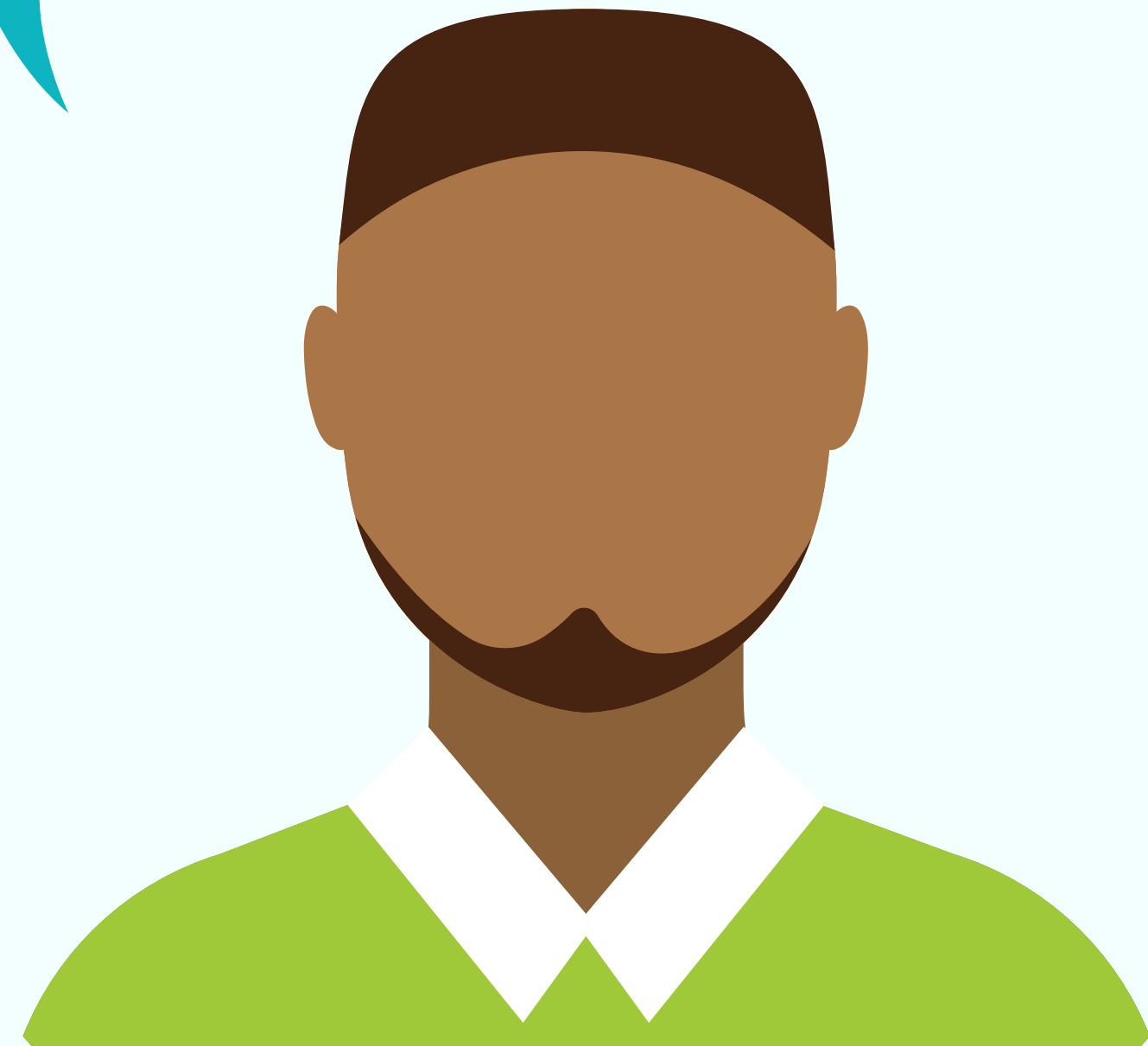
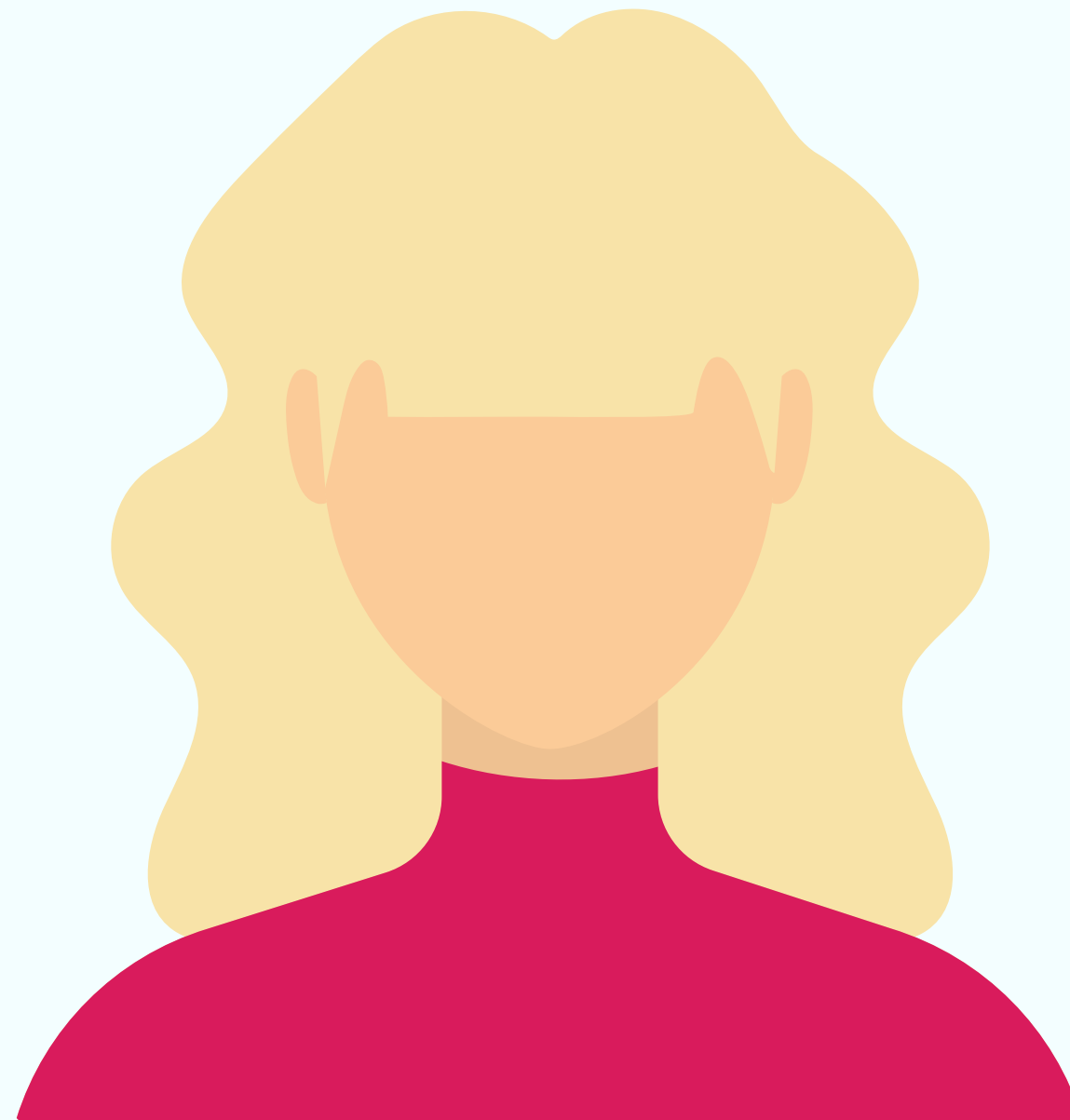
VS

PR



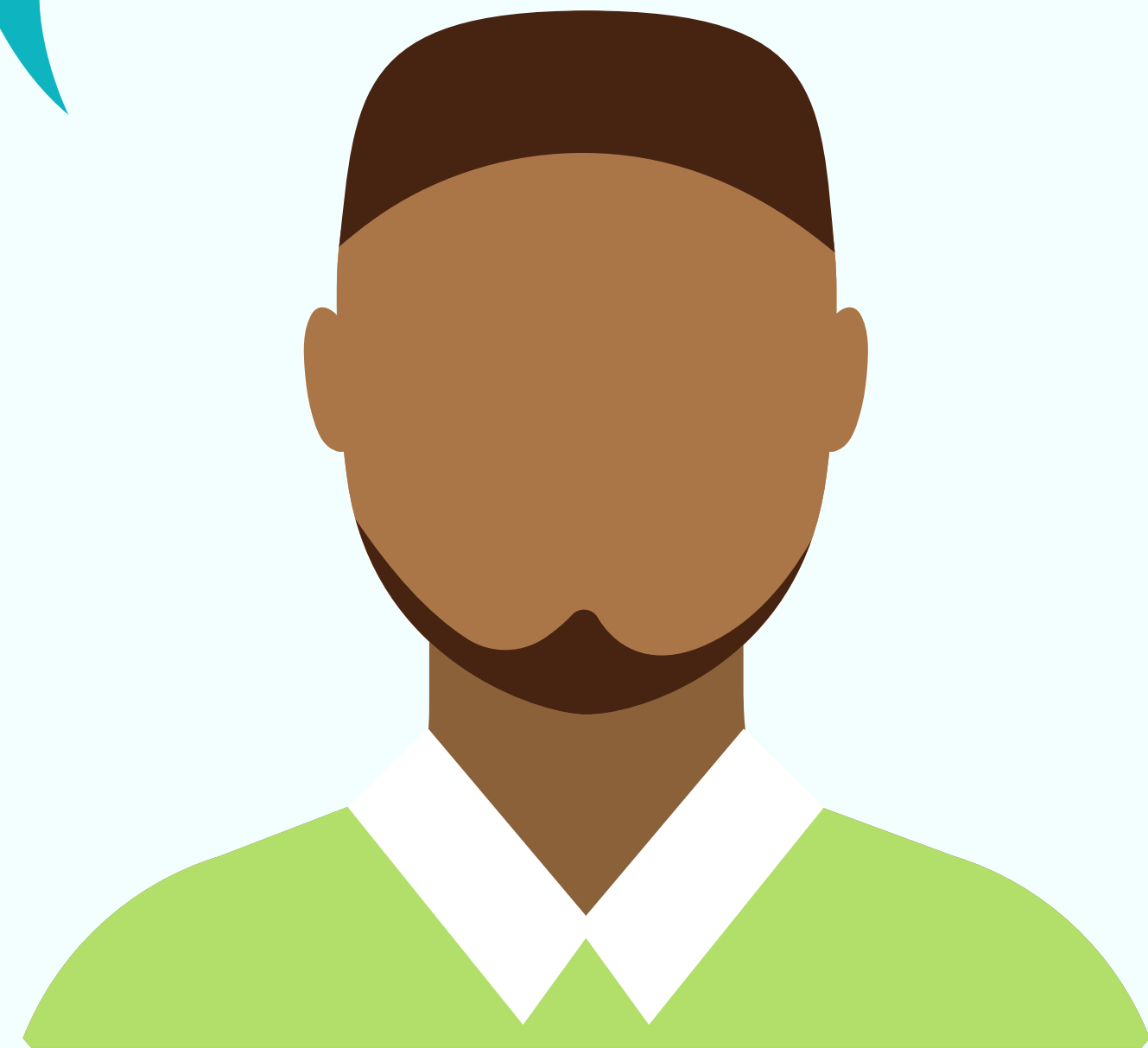
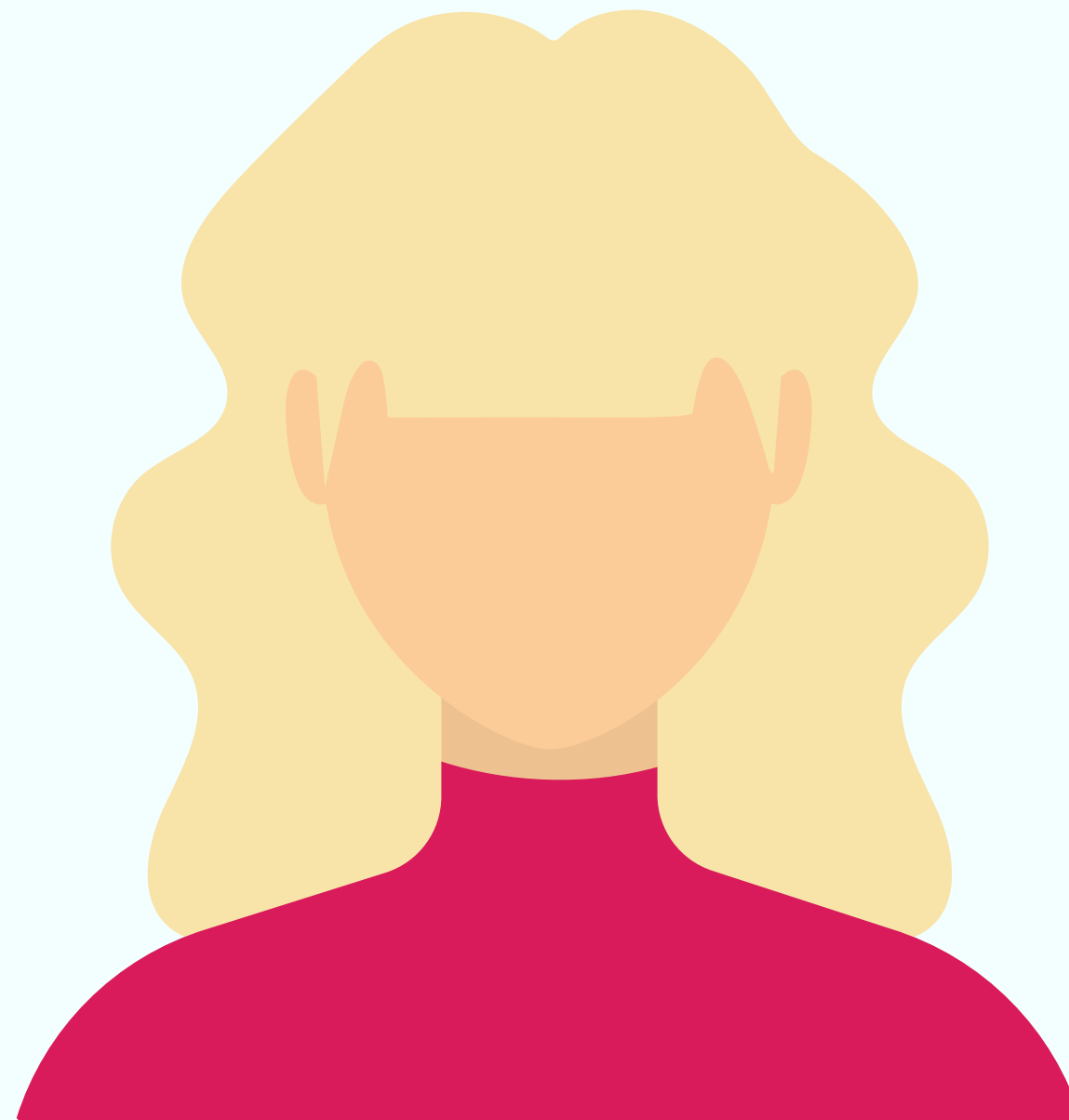
ADVERTISING

Hey good-lookin'...
I'm handsome, smart,
and successful!



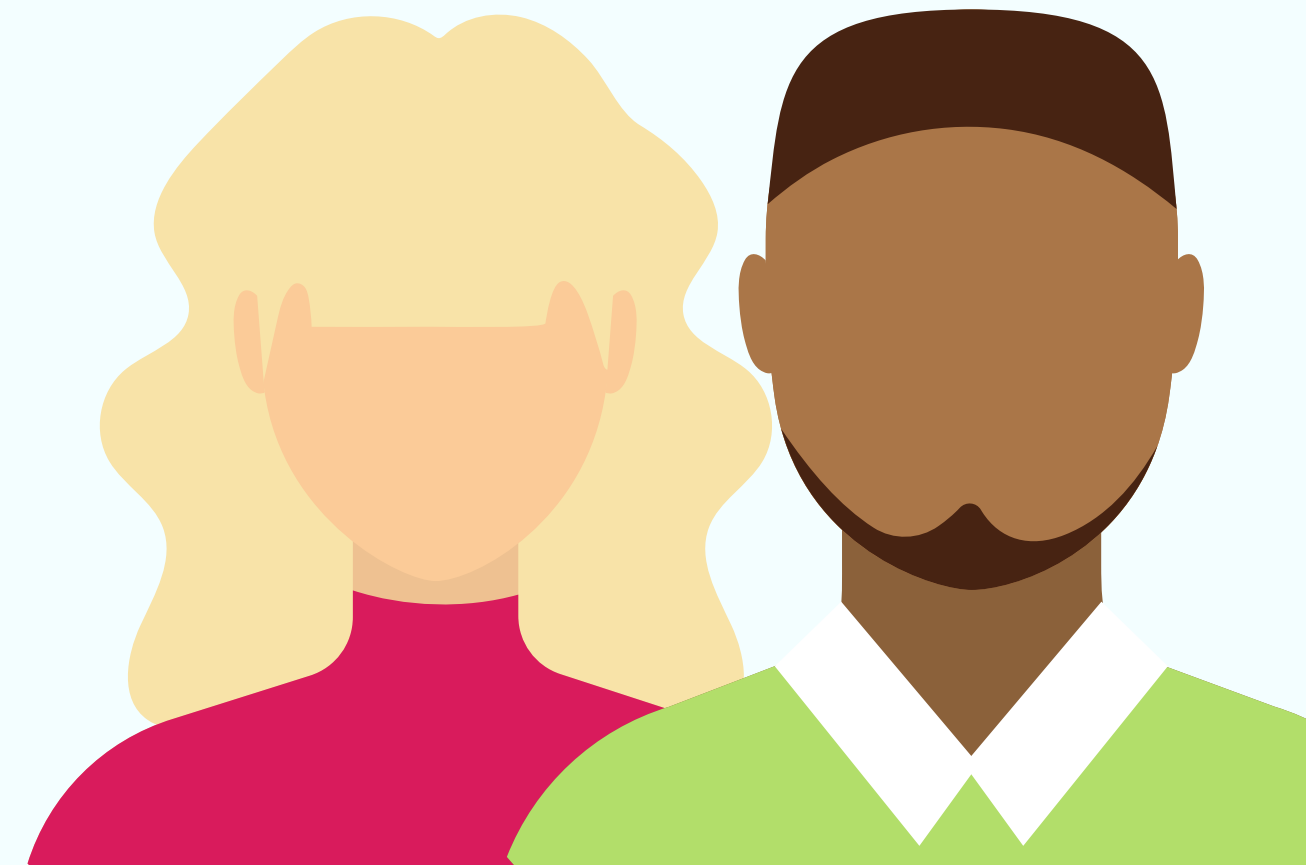
MARKETING

Hey, hot stuff...
You're intelligent!
You're beautiful!



Hey, I know your date.
He's awesome!

PR

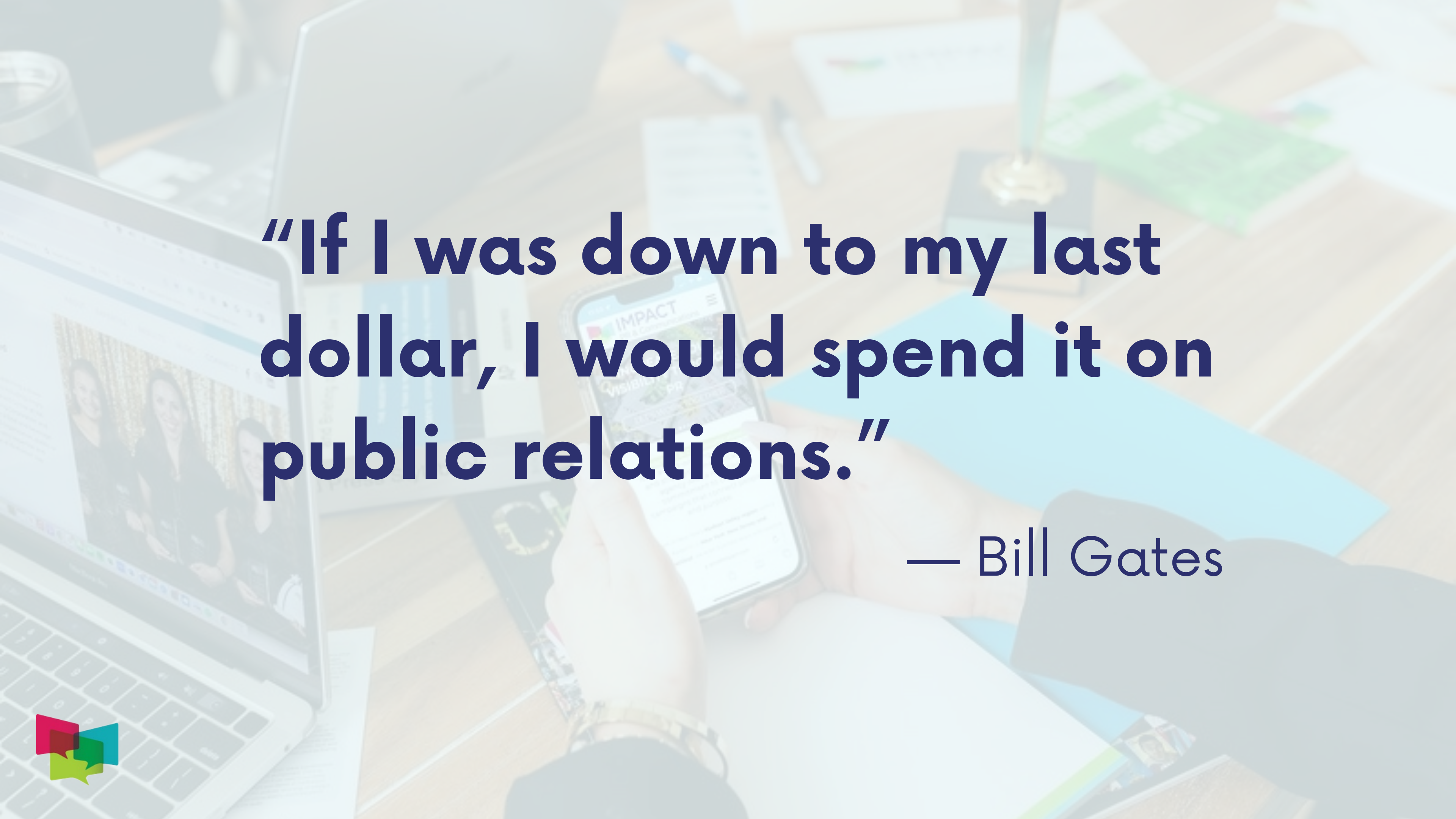




The difference?

PR **ADDS VALUE**
to any campaign.





“If I was down to my last dollar, I would spend it on public relations.”

— Bill Gates





YOU'VE GOT NEWS!

Time to put it into writing.



What's worth sharing?

- New Programs ✓
- Website Updates ✗
- Large Donations ✓
- Every New Hire ✗
- Grant Opportunities ✓
- Retirements ✗
- Award Wins ✓
- Events and Galas ✓



What to include in your press release:

REACH YOUR AUDIENCES WITH
TARGETED MEDIA PLACEMENTS



What to include in your press release:

Who, What, When, Where and Why



What to include in your press release:

Who, What, When, Where and Why

Contact Information



What to include in your press release:

Who, What, When, Where and Why

Contact Information

Photos and Videos



What to include in your press release:

Who, What, When, Where and Why

Contact Information

Photos and Videos

Digital / Social



What to include in your press release:

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Contact Information

Photos and Videos

Digital / Social

Boilerplate



What to include in your press release:

Who, What, When, Where and Why

Contact Information

Photos and Videos

Digital / Social

Boilerplate

A Quote



What NOT to include in your press release:



What NOT to include in your press release:

Fluff



What NOT to include in your press release:

Fluff

Ad Copy



What NOT to include in your press release:

Fluff

Ad Copy

Opinions



What NOT to include in your press release:

Fluff

Ad Copy

Opinions

Attachments



LET'S LOOK AT AN EXAMPLE!



LOGO HERE

NEWS RELEASE

For More Information, Contact:

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Impact PR & Communications

123-456-7890

Paige@prwithimpact.com

**COOKING FOR A CAUSE: CHESHIRE COMMUNITY KITCHEN OPENS TO
COMBAT HUNGER, SUPPORTING LOCAL FAMILIES IN NEED**

Public Invited to Attend Ribbon Cutting and Grand Opening on January 31

CHESHIRE, CT (February 17, 2026) – In an ongoing effort to address the prevalent food insecurity crisis in Connecticut, [Cheshire Community Kitchen](#), a not-for-profit dedicated to providing nutritious meals to families in Cheshire, Connecticut, is set to have its grand opening and ribbon cutting on **Friday, January 31 at noon at 14 Scottsdale Avenue in Cheshire, CT.**

Located in the heart of the town, Cheshire Community Kitchen plans to unite the surrounding community in taking significant steps to fight hunger and make a lasting difference.



“We are incredibly grateful to Filomena for shining light on this issue within our community,” said **Mayor of Cheshire Kayla Hannemann**. “An organization uplifting various communities in our town is something to be celebrated and supported. We are confident that this organization will succeed and change our community for the better.”

“Combining my two greatest passions: helping others and cooking, is so incredibly rewarding,” said **Filomena Fanelli, founder and CEO of Cheshire Community Kitchen**. “I look forward to working with these young adults and watching them make a lasting difference in their community, just as I did when I was their age.”

To learn more about Cheshire Community Kitchen, visit www.cheshirecommunitykitchen.org.



About Cheshire Community Kitchen:

Cheshire Community Kitchen is a 501(c)(3) not-for-profit located in Cheshire, Connecticut that provides hot meals to families in the community. Guided by Filomena Fanelli and retired chefs and volunteers from throughout the area, the organization longs to make an impact on teenagers and young adults in Cheshire as they teach them culinary and life skills. For more information, visit cheshirecommunitykitchen.org or follow Cheshire Community Kitchen on [Facebook](#), [Instagram](#) and [LinkedIn](#).

#

Editor's Note: Photos of Filomena Fanelli, at what is soon-to-be Cheshire Community Kitchen, are [linked here](#).



LOOK LIKE AN EXPERT!



LOOK LIKE AN EXPERT!



NO SELFIES!!!





STRATEGIZE

Who's your target audience?
What's your message?



Times Union Hudson Valley

Northern Dutchess News

Beacon Free Press

Spectrum News

The Patch

News 12 Hudson Valley

HVNY

VISITvortex

Hudson Valley Parent

**GET TO KNOW YOUR
MEDIA OUTLETS.**

Hudson Valley One

Radio Rotary

97.3 The Wolf

Mid-Hudson News

Q92 Radio

Chronogram

Hudson Valley News & Events

Southern Dutchess News

WRRV 92.7

Poughkeepsie Journal

Hudson Valley Magazine



Editorial Calendar

Main News

Covering local business news every week, including:

- Real Estate & Economic Development
- Banking & Finance
- Health Care/Eldercare
- Professional Services

Partner Insights

Elevate your brand with our digital advertorials. Capture your audience's attention seamlessly, telling your story in a way that engages, educates and converts.

Getting to know you

Designed for advertisers across various industries, offering valuable insights and not limited to a specific industry group.

Jan

06 **Partner Insights**
Education
Health Care
Colleges & universities list

20 **Partner Insights**
Getting to know you
Banking & Finance
Comm. Real Estate
Private Schools list

Jul

07 **Partner Insights**
Banking & Finance
Health Care & Wellness

21 **Partner Insights**
Getting to know you
Colleges, Universities & Secondary Schools

Feb

03 **Partner Insights**
Powerful Women
Economic Develop.
Advertising & pr list

17 **Partner Insights**
Education
Senior living trends

Aug

04 **Partner Insights**
Stamford
Retirement Living

18 **Partner Insights**
Private Schools
Yonkers
Fintech list

Mar

03 **Partner Insights**
Comm. Real Estate
Manufactures
manufacturing list

17 **Partner Insights**
Eldercare
Banking & Finance
Law list

Sep

01 **Partner Insights**
Banking & Finance
Health Care
Accounting list

15 **Partner Insights**
Getting to know you
Comm. Real Estate
Women innovators insert
Women's list

29 **Partner Insights**
Senior Living Trends
Energy & Environmental

Apr

14 **Partner Insights**
Accounting
Hospitality
Hospital's list

28 **Partner Insights**
Banking & Finance
New Rochelle

Oct

13 **Partner Insights**
Hospitals
Real Estate
Developer's list

27 **Partner Insights**
White Plains
Banking & Finance

May

12 **Partner Insights**
Economic Develop. Greenwich
Comm. RE firms list

26 **Partner Insights**
Getting to know you
Hospitals & eldercare
Banking List

Nov

10 **Partner Insights**
Senior Living
Education

24 **Partner Insights**
Bridgeport
What's on the Market?

Jun

09 **Partner Insights**
Education
Legal Eagles
40/40 insert

23 **Partner Insights**
Construction
Norwalk
Hispanic list

Dec

08 **Partner Insights**
Getting to know you
Greenwich
Professional Services

22 **Partner Insights**
Banking & Finance
Danbury
Health Care





CATCH THE BEAT!



**YOU GOT A
CALL BACK!**



YOU GOT A CALL BACK!

Be Responsive



YOU GOT A CALL BACK!

Be Responsive

**Be Honest &
Knowledgeable**



YOU GOT A CALL BACK!

Be Responsive

**Be Honest &
Knowledgeable**

Be Prepared



YOU GOT A CALL BACK!

Be Responsive

**Be Honest &
Knowledgeable**

Be Prepared

Say Thank You!





NOBODY
likes a stalker!



ADDITIONAL TOOLS



9 NO-FAIL INTERVIEW TIPS



ADDITIONAL TOOLS

Be a Guest Columnist



ADDITIONAL TOOLS

Be a Guest Columnist

Photos with Captions



9 NO-FAIL
INTERVIEW TIPS



ADDITIONAL TOOLS

Be a Guest Columnist

Photos with Captions

Letter to the Editor



ADDITIONAL TOOLS

Be a Guest Columnist

Photos with Captions

Letter to the Editor

Share an Op-Ed



9 NO-FAIL
INTERVIEW TIPS

IMPACT
PR & Communications

Share your story.
IMPACT

30 YEARS IN PRINT

rogram

ADDITIONAL TOOLS

Be a Guest Columnist

Photos with Captions

Letter to the Editor

Share an Op-Ed

Calendar Listings



9 NO-FAIL
INTERVIEW TIPS



Hudson Valley

Subscribe
Newsletter



Eat & Drink ▾

Life & Style ▾

Things to Do ▾

Home & Prop

Dr... guides

Best of Hudson Valley ▾



Event Calendar

Our Events

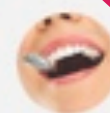
Arts & Culture



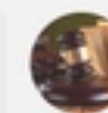
RESTAURANTS



DOCTORS



DENTISTS



LAWYERS

The Latest



This Hyde Park Home on the Hudson Is Auctioning for Millions

Designed by a renowned modernist architect, this home on the Hudson River will go to auction next month with an estimated value of \$29.9 million.



LEGOLAND New York to Debut Water Playground This Summer

The Orange County theme park and resort announces an opening date for ...



What to Do, Eat, and See During a Day Trip to Woodstock

The iconic upstate city is a hub for farm-fresh food, community shopping, ...



Here's What to Avoid When Shopping for Healthy Vegan Food

Plus, read up on local foodies who steer clear of unhealthy ingredients ...

Premier Digital Partners



ETHAN ALLEN
NEWBURGH



The Dangers of Driving on Black Ice



Newsletter Signup*

Our Daily Newsletter

Keep a pulse on local food, art, and entertainment content



**Post your
news on
social media.**





Vassar-Warner Home

October 24, 2024 · 🌐



[New York Nonprofit Media](#) recently connected with our remaining residents and staff, shining a light on our current situation. To read the publication's article, follow the link below 📄

<https://www.nynmedia.com/.../dutchess-countys.../400495/>

[#dutchesscounty](#) [#newyorknews](#) [#hudsonvalleyhappenings](#) [#poughkeepsie](#)
[#nonprofitorganization](#)



NYNMEDIA.COM

Dutchess County's sole nonprofit senior living facility battles for survival

The 150-year-old Vassar-Warner Home will close by Oct. 31, unless it can prove that it has the funding and capacity to stay open.



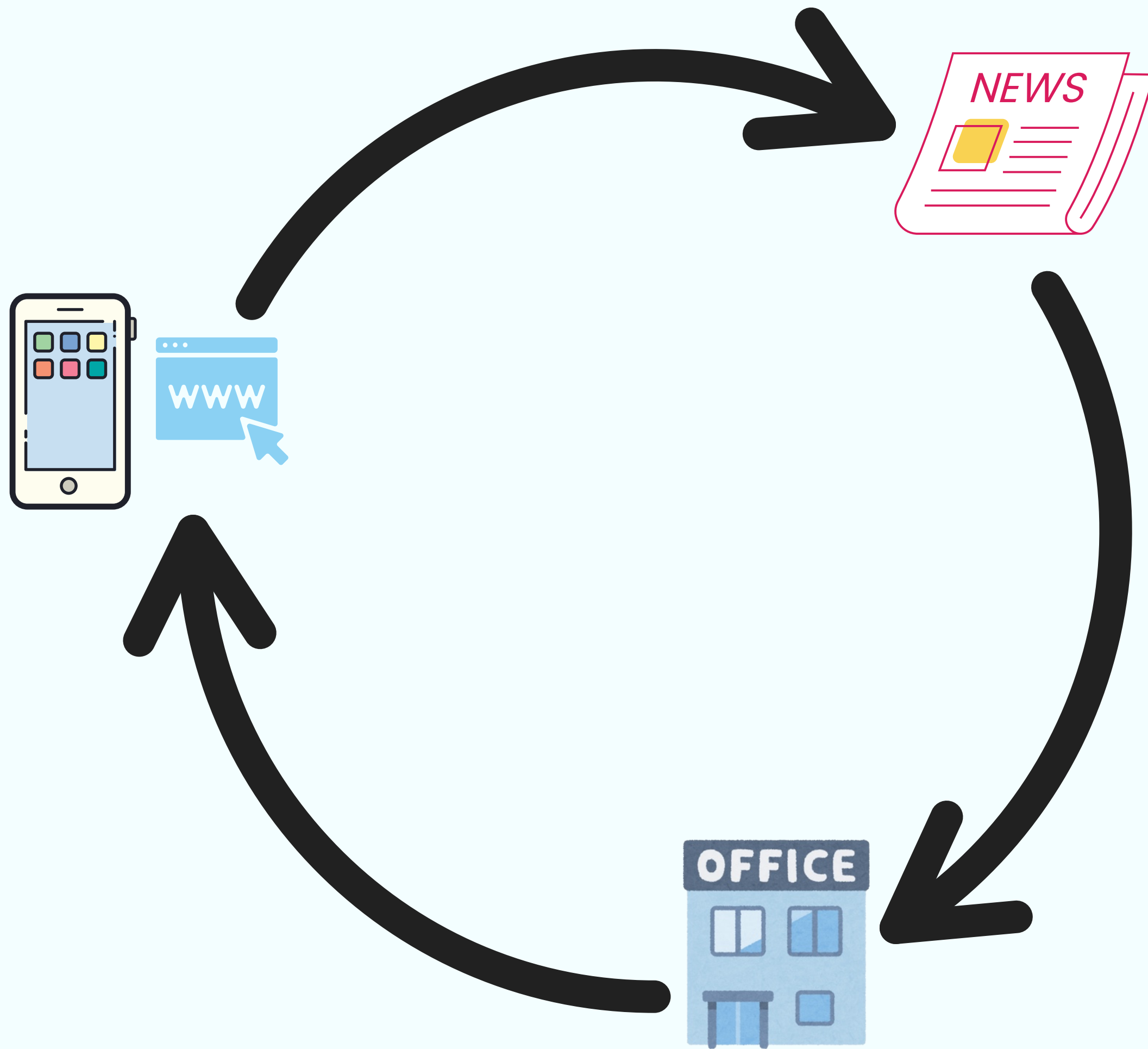
Boost this post to get more reach for Vassar-Warner Home.

Boost post

10

4 comments 7 shares







If you don't
tell your
story,
**someone
else will!**

February 4, 2026



Filomena Fanelli & Kayla Hannemann
prwithimpact.com

