

Sample Press Release

[Print onto Your Grange Letterhead]

FOR IMMEDIATE RELEASE Contact: [Insert Contact Person's Full Name]

[Insert Date] [Insert Phone Number]

[Insert Grange Name] will Present Third Graders at

[Insert School Name] with Free Dictionaries

[Insert City and State], [Insert Date] –The Grange is proud to support The Dictionary Project through its Word for Thirds program. Through the tireless efforts of the Grange's network of more than 300,000 volunteers, America's oldest rural and agriculture organization has presented third grade students across the nation with more than 100,000 dictionaries.

And, that number will continue to rise when the [insert Grange name] presents third grade students at [insert school name] with dictionaries on [insert date] at [insert time]. A dictionary is one of the most powerful reference tools young children will be introduced to during their schooling years. Its usefulness goes beyond just providing correct spellings, pronunciations, and definitions. It is also a companion for solving problems that arise as children develop their reading, writing, and creative thinking abilities. "It is amazing to see the smile on a child's face when we present them with dictionaries," [insert Grange President's name], [insert Grange name] President, said. "It gives them a sense of pride when they have a dictionary to look up words on their own. It promotes learning and helps mold their self-confidence and independence."

The Grange, headquartered in Washington, D.C., partnered with The Dictionary Project, a 501(c) (3) nonprofit organization. The goal of the program is to assist third grade students to complete the school year as good writers, active readers and creative thinkers by providing them with their own personal dictionaries. The dictionaries are a gift to each student to use at school and at home for years to come. The organization has presented more than 1.8 million children with dictionaries.

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A Positive Spin

When facing a reporter that asks you an undesirable question regarding declining membership, or the "graying" of the Grange, always put a positive spin. Example: You may have lost three members, but gained two very active members. If a reporter questions your low membership numbers, you can easily respond about the excitement over your new enthusiastic members and how they will be a benefit to your Grange that is working to grow. End the interview by returning to your original message.