

Press Release Guide

One of the final steps of each Highest Award—Bronze, Silver, and Gold—is to spread the word. Share your amazing work with your community! Press releases are a great way to do this, and below are some simple guidelines to craft your own press release about your Highest Award project.

Structure

Press releases follow the Associated Press's style guide. This helps ensure that all releases meet the same criteria and have the essential information.

- **Headline:** This is the first thing a reader sees. It should grab their attention and encourage them to read further. A good headline is catchy and informative, summarizing the main idea of the article in a clear and concise way. Keep it short—100 characters or less—and include key words like “Girl Scouts” and “Gold Award.”
- **Dateline:** This provides the release date and location of the article's subject. It typically appears at the very beginning with the phrase “FOR IMMEDIATE RELEASE,” followed by the city name in all caps.
- **Lead Paragraph:** The lead paragraph is the most important. It should summarize the essential details of your project using the five W's (who, what, when, where, and why) and provide a quick overview of your project as a whole.
- **Body Content:** Body content expands on the information in the lead paragraph. Here you should provide more in-depth information about your project including who you worked with, how long it took to complete, and exactly what you did.
- **Quotes:** Including quotes adds a personal touch, gives your press release credibility, and makes it easier for journalists to turn your press release into a news story. Try to include quotes both from the Girl Scouts who worked on the project and the community members who benefitted from the project.
- **Supporting Information:** This should include basic information about the award which was earned and the criteria for earning it.
- **Call to Action:** If you want the public to support your work, let them know! You can include website addresses, services to sign up for, or others ways the public can take next steps.
- **Contact Information:** Provide contact information for who people can talk to if they need anything. This information isn't published, but helps the media follow up in case they have questions.

Check out the example below!

Headline

Girl Scout earns award for project supporting Kingsport's homeless

Dateline

KINGSPORT — Ariel Poteat of Girl Scout Troop 2024 in Caldwell County has earned the prestigious Girl Scout Gold Award for her project aimed at helping the homeless community in Kingsport.

Lead paragraph

Poteat, a Girl Scout for 13 years, partnered with Billy Wayne, founder of Vision Productions Inc. or VPI for her project, Giving Others Love Daily or G.O.L.D., which provides free resources to people experiencing homelessness.

Body content

“Homelessness is a worldwide issue, and I wanted to make a difference where I can,” Poteat said in a news release. “I want the unhoused population to know where to go to get what they need.”

Quotes

As part of the project, Poteat refurbished a room at VPI headquarters and stocked it with basic toiletries, ensuring more access to necessities, in addition

Supporting information

to the organization's food bank.

She also developed a system for distributing the items and used VPI's theater to show an educational video and distribute brochures encouraging community involvement.

The Gold Award is the highest honor a Girl Scout can achieve, which requires high school girls to dedicate at least 80 hours to a

project that addresses a community or global issue and creates sustainable change.

Projects often involve leading a team, solving problems and creating innovative solutions, the release stated.

“I led my team by making a plan and, any time there were decisions or questions, people came to me,” Poteat said. “I learned I can accomplish more than I thought I could.”

From staff reports



CONTRIBUTED

As part of the project, Poteat refurbished a room at VPI headquarters and stocked it with basic toiletries.

This press release did not include a specific call to action, but yours can if you want.

Also, photos can help dramatically increase interest in your story. If you include photos, also include brief captions for the photos. Captions should describe who is in the photo and what they are doing. If your photos include several people, make sure you have everyone's permission to use the photos and include their names in the captions.

Use the template below to help you write your press release. When you are done, send it to local media outlets such as newspapers and TV stations.

Name Phone Number Email		This should be an adult's contact information unless the release is for a Gold Award. Then, the girl may choose to use her own information with caregiver permission.
FOR IMMEDIATE RELEASE		 This lets journalists know the timeliness of your information.
Headline  Say something like, "Girl Scout(s) earn(s) _____ Award for work with _____". Like this: "Girl Scout earns Gold Award for work with animal shelter".		
CITY  Write the name of the city where you did your project in all caps.		
Lead Paragraph  Say something like, "Girl Scout(s) with troop _____ of _____ earned the _____ Award for their work with _____." Like this: "Girl Scout Juliette Low with troop 12345 of Knoxville earned the prestigious Gold Award for her work with the Young Williams Animal Shelter helping unhoused pets get the resources they need to thrive."		
Body Content with Quotes  Provide more information about your specific project. Include quotes from yourself and the community members who benefitted from your project. Also, whenever you refer to yourself or others within the Girl Scout Movement, always say "Girl Scout" not just "scout."		
Supporting Info  You can copy and paste the information below, which corresponds to the award you earned, into your press release.		
• <i>For the Bronze Award:</i> The Bronze Award is the third highest award a Girl Scout can earn and requires 4th and 5th graders to dedicate at least 20 hours to a project that addresses a local community issue. Projects often require girls to work as a team and engage the larger community. • <i>For the Silver Award:</i> The Silver Award is the second highest award a Girl Scout can earn and requires 6th, 7th, or 8th graders to dedicate at least 50 hours to a project that creates a sustainable solution to a community problem. Projects often require girls to work together while they lead a team of volunteers to develop a project that has a long-term impact. • <i>For the Gold Award:</i> The Gold Award is the highest award a Girl Scout can earn and requires girls in 9th through 12th grade to dedicate at least 80 hours to a project which creates a measurably sustainable solution to a community issue. Projects require a girl to work with experts to develop a plan, lead a team of volunteers, implement her solution, and evaluate her project. Projects often showcase innovative solutions to national problems.		
Call to Action  If you want others to participate somehow, let them know in the call to action.		
###		 These three symbols let journalists know this is the end of your release.