



Nonprofit Story Pitch Template

Use this fillable template to craft compelling pitches that catch journalists' attention. Fill out each section with relevant information before reaching out to media professionals.

Section 1: Journalist & Outlet Information

Journalist's Name: _____

Outlet/Publication: _____

Contact Information (Email/Social Media): _____

Previous Articles of Interest (if applicable): _____

Section 2: Crafting Your Pitch

Subject Line (Keep it brief and attention-grabbing): _____

Introduction (Personalize this section): Mention a relevant article they've written or why you're reaching out to them specifically.

Example: "I enjoyed your recent piece on **[related topic]** and thought you might be interested in our initiative that addresses **[issue]**."

The Hook (Why Your Story Matters): Briefly describe the topic, its relevance, and why it's timely or unique.

Example: "Our nonprofit is launching a program that tackles **[issue]** during **[timely event]**."

The Story (*Highlight the key points*): Who is impacted? What is the cause or issue? Why should their audience care?

Example: "This initiative will help [specific group] by providing [specific resources]."

Supporting Information: Data, quotes, visuals, or resources that back up your story.

Example: "According to our recent study, [statistic]."

Call to Action: What you want from them (e.g., interview request, event invitation, etc.).

Example: "We'd love for you to share our story with your audience or consider an interview with our team."

Contact Information: Your name, title, nonprofit name, email, phone number, and website.



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