**Press Release Questionnaire**

Cleaning for a Reason would like to publish a press release announcing your partnership on our website and social media sites. In order to do so, **please email** **lucy@cleaningforareason.org** **your responses to the questions below.**
Your press release will then be published within two to three weeks of receiving your response. You will also receive a final copy of the press release that you can forward to local news organizations and have your business featured, typically at no charge, in newspapers, television, radio, community newsletters, etc.

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| We provide press releases and media opportunities as a benefit to our partners. We respectfully request that you spotlight Cleaning for a Reason only and refrain from mentioning other charitable organizations you are involved with.As appropriate, please elaborate on your answers to facilitate the writing of your press release. Your quote and your story are what distinguishes your business. 1. WHO: The name of your cleaning service, website, and owner name(s) OR press contact (e.g., marketing director).
2. WHAT: The name of your event or just that you are announcing your association with the nonprofit.
3. WHEN: The date of your event and/or the date you partnered with Cleaning for a Reason.
4. WHERE: The place your event will take place and/or the location of your business.
5. COMPANY (4-6 sentences): Tell us a little bit about your company (family owned? franchise? residential and commercial cleaning company? year started? what services do you offer? awards/recognitions? anything else you'd like included in press release?).
6. QUOTE (3-5 sentences): Information about what the event or your association with the nonprofit means to you, e.g., why were you drawn to Cleaning for a Reason? Name and title of person giving quote?
7. SERVICE TERRITORY: What area do you serve/donate cleanings?
8. DATE: By what date would you like to send out this press release to the press?
9. MISC: Submit a high resolution image(s) to include with your press release. Images can be your company logo and the owner's photo, team photo, etc. (not a business card). News sources prefer articles accompanied by a photo of people.
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Note: You will approve an emailed copy of the press release before its publication.