

## **Fundraising via the News Media**

Congratulations! You have been nominated to take part in the Congressional Youth Leadership Council (CYLC) experience. You may now be facing some difficult decisions regarding fundraising for tuition and/or travel. One method you may want to pursue is developing a press release to distribute to your local news media. Though some news organizations will have rules against publishing stories that focus on individuals who wish to raise money from within a community, many program participants have been successful in getting the word out in this manner.

Simply put, a press release is a communications tool an individual or entity uses in order to communicate a message to the news media. Such a press release should include the following:

- Introduction – introduces you and the program you plan to attend
- Statement – states your need to raise funds, the amount and how potential contributors can reach you in order to provide the funds you seek
- Subject Background – states who you are and what makes you stand out among your peers and fellow citizens, including activities and honors
- Explanation 1 – provides critical program information
- Explanation 2 – provides critical information on CYLC

Listed below are paragraphs with “critical information” you should include regarding CYLC and the specific program in which you will be participating. A sample press release also follows. You may wish to review it for guidance as you draw up your own press release.

Note: Your name should be listed as the media contact and a telephone number where you can be reached by a reporter should also be included.

### **Prescribed information to use regarding CYLC:**

#### CYLC

The Congressional Youth Leadership Council (CYLC) is a nonpartisan, independent, educational organization. Since 1985, the Council has inspired more than 200,000 young people to achieve their full leadership potential. Members of the U.S. Congress have joined our commitment by serving on the CYLC Honorary Congressional Board of Advisors. In addition, more than 50 embassies participate in the Council’s Honorary Board of Embassies.

For additional information, visit [www.cylc.org](http://www.cylc.org).

### **Prescribed information to use regarding the program you plan to attend:**

#### NYLP

The National Young Leaders Program offers promising elementary school students the opportunity to learn about key leadership traits that are critical to their success in their education and beyond. Through NYLP's hands-on learning activities, young leaders practice effective organizational and communication skills, apply conflict resolution strategies and learn how to set attainable goals for themselves. Students learn how to work independently and as part of a group to achieve a common objective, all while building their self-confidence and leadership skills.

### JrNYLC

The theme of Junior National Young Leaders Conference is *Voices of Leadership: Reflecting on the Past to Create the Future*. The JrNYLC curriculum leads students through the evolution of leadership in the United States, from the days of the original thirteen colonies through the signing of the Declaration of Independence; from the Civil War through the Civil Rights Movement; and from the Boston Tea Party through the present.

### JrNYLC Alumni Boston

The Junior National Young Leaders Conference Alumni Boston is a six-day educational program specifically designed for high-achieving alumni of JrNYLC to further develop their leadership skills. The curriculum challenges scholars to more closely examine the leadership traits they studied during JrNYLC and start to build upon those traits. The Conference, combining hands-on activities and small group discussions, uses the historical setting of Boston, Massachusetts as a catalyst for exploring critical thinking, decision-making and communication skills.

### NYLSC

The National Young Leaders State Conference curriculum focuses on an introspective and highly-personalized assessment of each student's leadership skills and abilities. The scholars are challenged to step forward in a manner that is decisive and confident, to grasp the concepts of leadership that will be taught and to act upon their dreams of making a difference in the world while maintaining the courage of their convictions.

### NYLC

The theme of the National Young Leaders Conference is *The Leaders of Tomorrow Meeting the Leaders of Today*. NYLC is a unique leadership development program that invites high school students – based on scholastic merit, community involvement and leadership contributions – to interact with today's leaders. Conference scholars work through many issues facing our country today in a series of simulations. Students also meet face-to-face with members of the U.S. Congress or their staff as well as other influential personalities.

### GYLC

The theme of the Global Young Leaders Conference is *The Leaders of Tomorrow Preparing for the Global Challenges and Responsibilities of the Future*. GYLC scholars will interact with key leaders and newsmakers with powerful influence over politics, finance, culture and diplomacy, and will take part in a carefully designed curriculum, which includes thought-provoking simulations that build leadership skills.

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Release Date:  
May 5, 2009 (the date you wish to distribute)

Media Contact: John Doe  
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## **LOCAL TEEN LEADER SEEKS SUPPORT TO CONVENE WITH TOP U.S. OFFICIALS**

DALLAS CENTER, CALIFORNIA – Mr. John Doe, a senior at Montebello High School in Dallas Center was recently nominated to participate in the National Young Leaders Conference (NYLC) in Washington, D.C.

In order to participate in this leadership development program, Doe seeks to raise funds for the conference tuition and for travel to and from the nation's capital, in the amount of \$1,480. Parties interested in providing are respectfully asked to contact Doe through his school.

Doe, who was nominated to participate in NYLC by his science teacher, Mrs. Leadership, has been listed on the school's honor role for two years, participates on the debate team and received a Varsity letter in baseball, in addition to volunteering at Renette Parks and Recreation Center.

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