



# Press Releases

## Getting the Word Out Into the Community

### **Guidelines for Submitting Press Releases**

Review your local newspapers to find the business calendar or business section editor. Press releases can usually be sent via email or fax. Make note of any relevant submission deadlines. When you supply a photo, it increases your chances of being published. Sample press releases are provided on the following pages. Press releases should generally be sent at least two to three weeks prior to your event. Press releases that are pre-written in text format and emailed (rather than outline format or using a generic hand-written form) are more likely to be published. Submit your press release to as many local papers as possible. Just because your first press release didn't get published, don't give up! Press releases are generally printed if they contain timely information, are of local business interest, and with paper space availability. Be sure to include timely information for your event such as date, time, and location as well as details on registration, if applicable. Include contact information including a name, phone number, email address, or website. End all press releases with -###-.

### **Business Calendar**

List your weekly chapter meeting in your local newspaper's business calendar. You may use your name or the President's name as the chapter contact. Make sure that your information is always up-to-date. Depending on the paper, this should be done weekly or monthly.

### **Chapter Awards and Promotions**

Work with your leadership team and listen for opportunities to celebrate such as breaking a record for amount of closed business for the month, number of referrals passed for the week or month, or announcing the amount of closed business for the quarter or the year, etc. Each of these pieces of information are great opportunities to increase exposure for the chapter while also promoting the level of professionalism and business. This increases visitors as well as the value of being a member of your chapter.

### **Leadership Team Press Release**

Supply a photo with this press release every time a new Leadership Team takes office.

### **Member Awards and Promotions**

Help your members get additional recognition by sending out a press release when one of your members receives a special award or a promotion in their company. Listen for special member events such as a grand opening or open house when a member moves locations. This also shows the high-quality professionals that make up your BNI chapter.

### **Member Showcase Speaker Press Release**

Work with your Secretary/Treasurer to plan ahead for upcoming Member Showcase speakers. Send out a press release at least two weeks prior to the presentation of your Member Showcase speaker. This could provide a continuing source of visitors and/or potential members. In addition, the speaker will be in front of new potential clients. Include a picture when possible to increase the likelihood of publication.

### **Notable Networker Press Release**

Supply a photo with this monthly press release after your Notable Networkers for the month have been announced. Your press release should include a brief story behind the success of each Notable Networker and why they were awarded this title for the month. It also gives your Notable Networkers additional business exposure to the local community.

### **Visitor Day/Stack Day Press Release**

Send out this press release at least two to three weeks prior to your event.

**Tip #1:** Keep a record of the Publication Name, Contact Person, Phone Number, Fax number and Email address of local publications so you don't have to look them up each time. You might also include additional notes such as whether they prefer emailed or faxed Press Releases, whether or not they've published your story in the past and when, etc. You'll also want to pass this information on to the next PR/Communications Coordinator for your Chapter to ensure continuity.

**Tip #2:** If you would like help from the BNI Regional Communications Coordinator in writing any of these Press Releases, please complete and submit the Press Release Submission Form at least 2 to 3 weeks prior to the submission deadline.



# Press Release Samples

## FOUNDERS AWARD PRESS RELEASE

### XXX Chapter wins BNI honor

Portland, Oregon: Date of Release. The XXX morning XXX chapter of Business Network International has received the BNI Founder's Award and has been named Chapter of the Year by BNI founder Dr. Ivan Misner.

The award is given to chapters that excel in following the BNI mission of helping people expand their businesses through a structured, positive and supportive word-of-mouth marketing program.

The XXX morning chapter meets from 7:00 am to 8:30 am at XXX located at XXX in XXX, Oregon. A light breakfast is served, and visitors are welcome. For information, contact XXX at XXX-XXX-XXXX or [xxxx@xxxx.com](mailto:xxxx@xxxx.com).

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## LEADERSHIP TEAM PRESS RELEASE

### Local Business Group Inducts New Officers

Portland, Oregon: Date of Release. The BNI XXX Chapter has recently selected a new slate of leadership officers for its upcoming term beginning October 1, 2008. President will be XXX, owner of XXX. Vice President will be XXX, owner of XXX. Secretary/Treasurer will be XXX, owner of XXX.

BNI is a business referral organization that provides a positive, supportive, structured environment for the development and exchange of quality business referrals. There is only one business professional per business specialty in each chapter. "We have only one chiropractor, one real estate agent, and one marketing consultant in our chapter," explains incoming President XXX. "Being a member of BNI creates a dynamic sales and marketing team that I wouldn't otherwise have as a business owner." Members keep their eyes and ears open for potential business contacts that might benefit other members. Meetings are held weekly and provide a positive environment for the exchange of quality business referrals.

"The membership fees have been paid for several times over by the quality referrals I've received since I joined a year ago," says incoming Vice President XXX. "I could never have made all these contacts by myself. Because I meet weekly with these business professionals, I've taken the time to know, like, and trust them. Now I know them so well, that I'm willing to do business with them and refer them to my contacts. I want to see their business grow, and they help me in return build my business."

For more information on BNI or to visit our chapter, contact chapter President XXX at XXX-XXX-XXXX or [xxx@xxx.com](mailto:xxx@xxx.com). Meetings for the BNI XXX Chapter are held every XXX at XXX located at XXX.

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## VISITOR DAY PRESS RELEASE

### Local Referral Organization Hold Visitor's Day

Portland, Oregon: Date of Release. BNI, a networking organization specializing in business referrals among members, is holding a Visitor's Day for its XXX Chapter located at XXX from 7:00 am to 8:30 am on XXXXX, XX, 2008. "BNI is a great way for businesses to experience growth by duplicating their marketing efforts through word-of-mouth," says chapter President XXX.

BNI generated over 5,500,000 referrals which resulted in over \$2.2 billion dollars worth of business in 2007. "This is the type of referral generation we are hoping to bring to the area," says XXX. BNI was founded in 1985 by Ivan Misner, PhD, author of *The World's Best Known Marketing Secret*, *Masters of Networking*, *Masters of Success*, and the recently released *Masters of Sales*. "Our style of networking is based on the philosophy of Givers Gain. If I help you, then you'll help me; and as a result we'll both do better business," says Misner.

For more information about this event, contact chapter President XXX at XXX-XXX-XXXX or [xxx@xxx.com](mailto:xxx@xxx.com).

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# Submitting Press Releases

1. Identify an upcoming event or accomplishment to celebrate.
2. Complete the following Press Release Submission Form.
3. Submit the Press Release Submission Form to Lori Chance, BNI Regional Communications Coordinator, via fax 503-621-3274 or email [lori@bnioregon.com](mailto:lori@bnioregon.com) or [loric@mylifecompassrep.com](mailto:loric@mylifecompassrep.com).
4. Due to media deadlines and to ensure adequate time to schedule and complete the press releases, the DEADLINE for submitting press release information to the BNI Regional Communications Coordinator is 5 WEEKS PRIOR to the event (i.e. deadline is approx. April 1 for a May 1 event).
5. To maximize visibility and credibility for your chapter, press releases should be submitted for a variety of chapter events and accomplishments including:
  - New Leadership Teams
  - Most Referrals in 1 week/month
  - Visitors Days
  - Closed Business for the Month
  - Joint Chapter Meetings
  - Chapter / Member Accomplishments
  - Annual Member Recognition (Renewals)
  - Monthly Stack Days
  - Announce New Members
  - Member Promotions / Special Events
  - Member Showcase Speakers
  - Other ideas? Contact Lori to discuss!
6. Include all relevant information (see form) necessary for your press release to be completed. If you have questions, contact Lori.
7. Completed Press Releases will be emailed back to you ready for you to submit to your local paper(s).

Lori Chance  
BNI Regional Communications Coordinator  
Phone: 503-213-3239  
Fax: 503-621-3274  
[Lori@BNIOregon.com](mailto:Lori@BNIOregon.com) or  
[LoriC@MyLifeCompassRep.com](mailto:LoriC@MyLifeCompassRep.com)



# Press Release Submission Form

Please Print Clearly if Hand-writing and Faxing

## CHAPTER DETAILS

Chapter Name: \_\_\_\_\_

Chapter PR Coordinator: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Submission Deadline: \_\_\_\_\_

Projected Publication Date: \_\_\_\_\_

## EVENT DETAILS (Complete all applicable details)

Reason for Press Release (Visitors Day, New Leadership Team, etc.): \_\_\_\_\_

Date of Event or Accomplishment: \_\_\_\_\_

Location: \_\_\_\_\_

Time: \_\_\_\_\_

Speaker: \_\_\_\_\_

Cost: \_\_\_\_\_

Is Event listed on BNIOregon.com Website? \_\_\_\_\_

Can attendees register online? \_\_\_\_\_

Is advance registration required? \_\_\_\_\_

Details (Name of involved Members; purpose of event; other relevant details): \_\_\_\_\_

Chapter Contact for Event: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Complete this Press Release Submission Form and send to Lori Chance, BNI Regional Communications Coordinator via fax 503-621-3274 or email [Lori@BNIOregon.com](mailto:Lori@BNIOregon.com) or [LoriC@MyLifeCompassRep.com](mailto:LoriC@MyLifeCompassRep.com).

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