

Your club is newsworthy!

Getting press coverage (newspapers, radio, and even TV) is not that hard. As with most things, it's all in how you ask.

Here's how:

1. Research the various local media outlets and find out who reports on schools or education. (Hint: Calling the paper or the station is the best way to do this)
2. Once you know who to talk to, email them a press release. Always put your phone number and email so they can contact you! **Take a look at our example press releases on the next page.**
3. Then, one day after sending the release, try to call the media outlet and "pitch" the reporter. (If you're lucky they'll call you first)

"Hi, this Suzy at George Washington High, did you receive a press release from our robotics team?" If yes, engage the reporter in a conversation. Invite him or her to the school to meet a robot, or to an upcoming competition. If no, try to send the press release again and still try to chit-chat.
4. **Stories to pitch:**
 - Your club's achievements like, success at competitions
 - Students from your club on on to great colleges and careers
 - Community service work your club does
 - Using crowdfunding to connect with your local community (crowdfunding through Edco can be a cool tech story)
5. Show Edco that your team's been covered by the media (school paper doesn't count!) and you'll earn our \$100 Press Grant. [Learn more.](#)

NEWS

Contact: Les Moreberg
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LOCAL STEP TEAM “GENTLEMEN OF VISION” QUALIFIES FOR 4TH NATIONALS

St. Louis, MO — May 2015 —

The Gentlemen of Vision Step team is at it again. The 3-time Youth Step Championship winners qualified for another opportunity to bring home the title after earning 2nd place at the Youth Step USA St. Louis Regional on Saturday, April 18th.

Founded by Les Moreberg in 1997, the Gentlemen of Vision Rites of Passage Enterprises is a mentoring program that currently serves 40 high school aged students in the St. Louis area. GOV's mission is to engage disadvantaged males in a positive program that holistically addresses the needs of its members to ensure successful completion of secondary education resulting in enrollment in a post-secondary educational institution.

“Gentlemen of Vision is not just about stepping, it is about education. Education is our #1 goal”, says Moreberg. “Students learn to work in teams and build individual confidence, which provides the foundation for future success. Students on our team have a 100% college acceptance rate over the past few years. [this could also be a student quote]

Gentlemen of Vision will join step teams from around the country for the Youth Step National Championships in Harrisburg, PA on May 25, where they will once again showcase their talent, creativity and determination.

With this shot at Nationals, the team has kicked their fundraising into high gear. The team has created a special web page to showcase to the community what they are all about. To learn more about their program and the opportunity to support the education of these talented young men, please visit: <https://nottareel-high.ed.co/gentlemen-of-vision>. Every little bit counts!

NEWS

Contact: [Advisor Name]
[Team or High School Name]
[Advisor or School Phone #]
[Advisor Email]

LOCAL ROBOTICS TEAM USES CROWDFUNDING TO BUILD WINNING ROBOT *Robotics Teams Nationwide Use Edco's Solution to Raise Money Through Social Media*

TOWN, State — Month Name, Date Year — The robotics team at [School Name] is using an increasingly popular technique called crowdfunding to raise money and win robotics competitions. Crowdfunding uses social media to find and engage “like-minded individuals” interested in supporting a given cause. A few years ago entrepreneurs started using crowdfunding to successfully fund new ventures. Now, charities and schools are looking to achieve similar results.

“My team is building robots – and learning engineering skills – with expensive, state-of-the-art technology,” said [Team Advisors Name]. “But, we were raising money the same old way school clubs have raised money for decades ... everything from carwashes to bake sales to knocking on doors. Edco’s crowdfunding solution brings our fundraising into the twenty-first century and lets us compete at a higher level.”

“The concept is pretty simple,” said [Team Member Name] a member of the [High School + Team Name]. “We use Edco to create a team webpage that can accept donations. Then we use social media to share that page with friends and family. That means my aunt, who lives 1,200 miles away, can support and follow my team. But, it’s even cooler than that ... my parents, my aunt, and my friends all know other people who might be interested in supporting us too.”

“School programs and teams are constantly struggling to raise money,” said Avi Daman, CEO of Edco. “We take advantage of the fact that, today, every student is one to two degrees of separation away from thousands of potential supporters. And, the stories these students can tell are inspirational. We’ve started with robotics teams because they’re absolutely revolutionizing STEM (science, technology, engineering and math) education. Through Edco, everyone can help our kids develop the tech skills they need to succeed.”

To support STEM education in [City Name] and to help the [High School and Team Name] build the best robot ever, visit school_name.ed.co/team_name.

About [High School / Team Name]

We're a hard-working robotics team that lives for technology and competition. We're constantly innovating, solving problems, and building really cool machines. We're smart and scrappy about finding ways to get the job done. Help us at school_name.ed.co/team_name

About Edco

Edco provides a step-by-step fundraising solution to K-12 schools and student groups. Edco’s online fundraising software makes it easy for advisors and students to attract and engage donors. Learn more at www.ed.co.