

# PITCH PERFECT

## Template for the ideal email pitch to send to sell your story to the media

Getting media coverage of stories about your charity depends on capturing the interest of stressed, overworked editors. One of the biggest things you can do to help your case is to craft a pitch email that grabs their attention: here's a template for a pitch that should stand out in their inbox.

### SUBJECT LINE

**[Something attention-grabbing]**

A stand-out fact or even something a bit cheeky, e.g. "The most interesting story idea you'll hear today".

### INTRO LINE 1

**"Hello [the right person's first name]"**

Make sure to find out the relevant editor's first name in advance as there's nothing more likely to turn them off than being addressed as 'Dear Sir or Madam'. If you don't know their first name, just call up their publication / programme etc and ask for it.

### INTRO LINE 2

**"I'm a big fan of [publication / programme X] and particularly enjoyed your recent [article / story] on [Y]"**

A bit of heartfelt flattery is always a winner – everyone likes to hear positive feedback on their work, and editors are no exception.

### INTRO LINE 3

**"I work for [Charity X (include a hyperlink to your site)], which does [Y (brief synopsis of your charity's aims)]."**

### INTRO LINE 4

**"I have a story idea I'd like to put forward for [this specific section / this issue / this programme], with [this hook]."**

The "hook" is what will make this story relevant and topical – the reason why people will be interested in it now or at a specified time in the future. This might be a link to a current news story, an anniversary of a news story or an annual event like Valentine's Day, Christmas etc.

### THE STORY PITCH

**[Suggested story headline / title in bold]**

This might be a play on words, a quote, a question, or just a very straightforward description of what the story's about – have a think about the sort of store headlines / titles the media outlet uses and keep it in style.

### **[1-2 paragraphs of description]**

Start with an arresting fact / quote / statistic in the first line to grab attention. Explain the angle of your story – what makes it unusual and compelling – as concisely as possible while covering key points. Highlight the access you can offer to key members of your charity for interviews and mention the great photos you can offer.

If you can offer this story exclusively to the media outlet then say so.

### **[Link to image library]**

With hi resolution images plus captions, all ready to be downloaded

### LAST LINE

An appreciative sign-off which invites collaboration: "I'd love to speak with you about how this story could work for your readers/ listeners."

### Your contact details

**So that's our formula for a great pitch email: we wish you the best of luck with your pitching!**