



## **Pass on the Gift News Coverage Opportunities**

Want to make your event a greater success? Want to make sure your community knows about the power of Pass on the Gift?

Here's a few hints on helping you get your local newspaper to write a story about your upcoming event—and possibly even attend.

- Create a friendly one-page announcement state the “who, what, when, where and why” of your event. A template of an announcement is attached.
- Make sure you provide the name, phone number and e-mail address of the contact person in case the newspaper needs more information.
- Make sure the announcement directs anyone who wants more information about Heifer International and the POG program to visit [www.heifer.org](http://www.heifer.org)
- Remember—the announcement could be part of your congregational bulletin, a neighborhood newsletter, or sent by e-mail to a list of close friends and associates.
- After your event, consider sending a follow-up news release to your local media telling them of the results of your effort.

### NEWS ANNOUNCEMENT TEMPLATE

## **Pass on the Gift**

We can't end hunger overnight. So we've set aside April.

**Friday, April X, 2008**  
**6:00 - 8:30 p.m.**

**What:** Describe your event

**Details:** Free parking; open to the public; **reservations required.**

To register, email xxx@xxxx.org or call xxx-xxxx

**Where:** Name of location plus full address and zip

**Who:** Names of speakers and participants

**Why:** April is **Pass on the Gift** Month, a brand-new Heifer tradition that brings together our project participants, staff, donors and people everywhere who yearn for positive change in our world. While our work goes on year-round, April will be a time when we particularly invite everyone to pass on the gift—your time, your donations, your energy—whatever you can contribute to making ours a better world.

**For more information** about Heifer International, visit [www.heifer.org](http://www.heifer.org), or call (800) 696-1918 to request a free gift catalog or Heifer publications.

*Heifer's mission is to end hunger and poverty while caring for the earth. For more than 60 years, Heifer International has provided livestock and environmentally sound agricultural training to improve the lives of those who struggle daily for reliable sources of food and income. Heifer is currently working in more than 50 countries, including the U.S., to help families and communities become more self-reliant. Since 1944 it has helped 55 million people through training in livestock development and livestock gifts that multiply. Every gift of an animal provides direct benefits such as milk, eggs, wool, fertilizer, and indirect benefits that increase family incomes for better housing, nutrition, health care and school fees for children. Recipients Pass on the Gift of offspring of their cows, goats and other livestock to others in an ever-widening circle of hope.*