**Example Media Pitch**

A media pitch is a short communication, typically an email or direct message, suggesting a news story to a journalist or editor at a publication, radio station or broadcast network. The goal of a pitch is to generate coverage and determine if your media contact is interested in creating a story around the content. You can also use this tactic to invite the press to events such as check presentations or ribbon cuttings.

**Pointers:**

* Be upfront and clear what the email is about.
* Keep the pitch short and include data points. Also include the WWWWW (Who, What, When, Where, and Why)

**Subject: Story Concept – Raising Funds to Support Named County**

[Salutation],

We’re working to invest more dollars into [x] County. Through our fundraising efforts, if we meet our $[x] goal, the Montana Community Foundation will provide $5,000 to fund downtown, arts and culture, basic needs, or other projects to make our home a better place to live [tailor based on use of funds]. Last year we accomplished the following efforts – providing $[x] in grants for projects like the downtown mural and new technology for the hospital [tailor based on accomplishments]. We continue to invest in our community.

We would love the opportunity to share the projects we would accomplish if we secure this funding.

With Gratitude,

[Name]

*P.S. What’s your legacy for [community]? We would love to talk with you about including [local community foundation] in your will. If you have included [local community foundation], let us know so we can thank you!*