



# MEDIA RELEASE IDEAS

## *Media release ideas for clubs*

Clubs are rich with wonderful stories and there's never been a greater time to think about sharing these with your members and the wider community. Here's a look at some possible considerations, and as always, the key ingredient is in finding the right angle.

- Outstanding achievements of volunteers and club committee members
- Participation and inclusion initiatives
- Funding grants received and what the funds will go towards
- Club redevelopment projects
- Community partnerships with outside groups and local governments – think about the positive impact on the community
- Sponsorship relationships – find the human angle, why do they support the club?
- The clubs 'why'. Why is it important that the club continues to operate? What groups does it benefit?
- Unique club offerings including markets, movies, social functions, etc
- Life member acknowledgements and celebrations
- Club Open Days, tournaments and events
- Significant backgrounds and past successes of club coaches
- Junior member achievements (especially national and international success)
- Pennant team achievements
- Members who travel nationally and internationally to play in events (seniors and juniors)
- Members who travel nationally and internationally to watch Grand Slam events
- Member celebrating significant milestones –longest held ongoing membership, ongoing entrant in events
- Family members who play together in events and pennants
- Longstanding teams who continue to play together
- Stories of love from the club
- How the club rallied together to support someone in need

### **More information:**

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