



**First step in *Media Relations*:** Develop a fact sheet that highlights all the positive ways your center impacts your community.

Your "*Community Impact Report*" should include the following:

- The year your center was founded.
- The number of Clients/ families served (historically, and in 2010).
- The number of professional staff, highlight especially if you have medical personnel.
- The number of volunteers involved (list professional credentials).
- The number of individual donors, foundations, churches (if you receive no public funds say so).
- A list of other community organizations with whom you refer to or have collaborative efforts.
- A list of any endorsements you have from public officials; if not available then use 1-2 client endorsements with pictures.
- List 1-2 Clients endorsements with pictures.
- *Endorsements from community leaders.*
- *Exit Survey Results.*

Additional pieces to consider:

- IF you provide ultrasound service, then say so. (Include ultrasound picture.)
- IF you receive no public funds, then say so.
- You may even want to include (on the back side - page 2) a client testimony that speaks to her gratitude for your help.

Tip!

- Do not use the word "free" instead use services offered at "no cost" or services made possible by charitable donations.