

# Story Pitch to Media – Email Template

Once an event, accomplishment or other exciting Girl Scout news has occurred, use the sample below to submit stories to media for publication. You will need high quality visuals! If you have questions about submitting a story, reach out to [marcom@girlscoutsaz.org](mailto:marcom@girlscoutsaz.org).

## Story Submission Best Practices

1. Explain who you are, how you are affiliated with Girl Scouts, and why you are contacting the editor.
2. Remember to include any interesting things about the event/activity that the girls participated in. Bits of information like community partners that were present, why the girls wanted to participate or who the event served increases the chances that an editor will publish the story and photos.
3. Include 1-3 photos by using a file sharing tool like ge.tt or Dropbox. Attachments may go to Spam or Junk folders. Make sure the photo files are labeled with the first names of the girls/volunteers pictured.
  - Watch a video tutorial on how to install Dropbox: <https://www.dropbox.com/help/243/en>.
  - To use ge.tt, visit <http://www.ge.tt/> and click on “upload files.” After you upload your file, the site will provide a link you can copy and paste in the body of the email.
4. Provide your contact information for follow up.

## Example

- (1) *Hi, my name is Juliette Low, and I am a volunteer for Girl Scouts–Arizona Cactus-Pine Council. I would like to share some of the amazing work that Girl Scouts are doing right here in Prescott!*
- (2) *After learning that some boys and girls will go without Christmas presents this year, Brownie Troop 0000 decided to organize a toy drive. The drive was held outside of Marshall's on Camelback and 20th street on Saturday, December 9. The girls collected almost 70 toys and donated them to Child Crisis Center.*
- (3) *Please see downloadable photos here: <http://www.ge.tt/>*
- (4) *Thank you and feel free to contact me at [jglow@girlscoutsaz.org](mailto:jglow@girlscoutsaz.org) for more details.*

*Best,*

*JGL*