

NOTE: MATERIALS *NOT* TO BE RELEASED BEFORE Wednesday, April 4 at 10:30am

Contact: Aileo Weinmann, Resource Media, ailéo@resource-media.org, 202-538-5038

I'm here to help if you need additional assistance or content! For example:

- Strategy and help to pitch a story to your local reporter/media outlet
- Media contact information / press list help
- Drafting an op-ed for a signer that is ready to weigh in with their local paper
- Preparing for an editorial board meeting

Please don't hesitate to call or email if you have any questions!

Toolkit Guide for DRWI Phase 2 Launch

The following content is provided to support DRWI cluster organizations in announcing the launch of Phase 2. ***WPF's expectation is that your organization will distribute at least 2 items from this toolkit*** (for example, social media items, press release/advisory), and do as much media outreach as possible.

1. [Template Press Release](#): to be customized for your organization, or distributed as a joint press release for multiple organizations. DO NOT SEND TO media before April 4 at 10:30am (even under embargo).
2. [Template Media Advisory](#): to be customized for your media event. If you follow the template, this is OK to send to media prior to April 4.

However, DO NOT add specifics from the *press release* to the *advisory*, because media may decide to publish a story and scoop media events that are beginning on April 4.

3. Social Media Content. There are two types of content:
 - a. [Posts](#): the text of your post
 - b. Memes: text-over-photo images to go with your posts, sized for each platform
 - i. [Twitter](#)
 - ii. [Facebook](#)
 - iii. [Instagram](#)

If you need something else for social media outreach, let Aileo know!

4. [Messaging Points](#): to provide additional guidance for communicating the great news.
5. [Template Newsletter](#): to make it easy to share with your network.