

## GUIDELINES FOR SUBMITTING STORIES

Many clubs issue press releases to inform the public about upcoming promotions or events. Very few clubs issue releases after the events to announce the results and the positive impact the club had on that particular organization or charity. While the pre-event press releases contain some good information, they lack details about the results (and cannot include pictures or videos—for obvious reasons). Also, weather or other factors sometimes cause these events to be postponed.

**Stories submitted for this website should be written in the past tense and include as many details as possible.** The stories that currently appear on the website are examples of the types of stories that will allow this site to reach its potential. The stories summarize the event (including when it took place and the appropriate measurement of the results), mention the organization or charity involved, and also mention any corporate sponsors/partners. While there is no limit on the length of the stories, it is suggested that they be kept under 1,000 words. (The stories currently on the site range from 106 words to just over 800 words.)

**Clubs should submit stories for any and all of their civic, charitable or philanthropic activities.** If a club is involved in any of the following (and each category can be widely interpreted), a story should be submitted:

Blood Drives	Education/Teacher Support	Military & Veterans
Cancer Awareness	Environmental Awareness/Recycling	Public Service Events/Recognition
Charitable Foundations	Family Relief/Resources	Reading Programs
Children's Health & Development	Food Drives	Ticket Donations
Disability Assistance	Fundraising Opportunities	Volunteering
Disaster Relief	Hospital Visits	Women's Health
Donations & Scholarships	Hospitals/Medical Research	
Education Days (Baseball In Education)	Kid's Camps/Instruction	
	Men's Health	

**In addition, if there are any photos or video from the event, clubs should submit them as well.** The form allows up to three photos (along with captions) to be submitted. It is suggested that credit for the photo be given in parenthesis at the end of the photo caption. Videos may also be attached, either by providing the web address where the video can be found or by copying the code to embed the video in the appropriate box on the form.

**After the text of the story, please include the date that the story is being submitted.** If the volume of stories increases dramatically, there might be a delay before the stories appear on the website (due to formatting, inserting links, etc.).

Once a story has been received, a new post will be created, the club logo and charity logo(s) will be placed, and the appropriate links will be created within the story. The date of the story will be the date that it was submitted. In some instances, the stories that are submitted may be edited before they appear on the website. (The site is meant to chronicle the philanthropic activity of the clubs, so any mention of upcoming promotions, etc. will be removed before the story is posted on the website. Also, corporate logos will not appear, but links will be added to stories to highlight the corporate involvement and allow links to a company's website.)

Clubs can submit stories by completing the form on the "Submit a Story" page or e-mailing the information to [news@clubphilanthropy.com](mailto:news@clubphilanthropy.com).