**“Belonging Begins With Us” Customizable Press Pitches**

*Below are sample pitches that you can share with your press contacts to get the word out about your commitment to belonging.*

**SAMPLE PITCH #1 – SHARE A LOCAL STORY OF BELONGING**

Hi \_\_\_\_\_,

[Organization name] is proudly committed to fostering **a more welcoming nation where everyone feels they belong,** regardless of their background or where they were born.

I thought you might be interested in featuring a story from here in [community] that shows how we all have the power to help others feel welcomed in our communities, workplaces and schools.

[Briefly summarize the key details of the story – why did this person not feel like they belonged, how did they come to feel like they belong, and did your organization play a role in facilitating that? As a reminder, you can check out the “Guidelines for Stories of Belonging” document here in the toolkit for tips.]

Let me know if you’d be interested in speaking with [name] to hear more about their story and the people and organizations that helped them feel that they belong in [community].

I can also offer you an interview with [name, title] who can speak more about our organization’s commitment to belonging and our support of the Ad Council’s national *Belonging Begins With Us* initiative. (You can read more about the national campaign in the press release [here](https://www.adcouncil.org/press-releases/ad-council-launches-belonging-begins-with-us-campaign-featuring-exclusive-new-music-from-lake-street-dive), and watch the powerful PSA [here](https://youtu.be/-RZwL_ABbKw).)  
  
I hope this is something you’ll consider covering and please let me know if there’s any additional information I can provide.

Thank you,

[your name]

**SAMPLE PITCH #2 – SHARE AN EVENT THAT PROMOTES BELONGING**

Hi \_\_\_\_\_,

I’m writing to invite you to [attend/cover] an upcoming event, [name of event.] This event is part of [organization’s] ongoing efforts to create a more welcoming community where everyone can feel they belong – regardless of their background or where they were born.

* When: [When]
* Where: [Where – including link if virtual]
* Details: [What the event will include and how that will promote belonging – e.g. “By encouraging our members to get together to share favorite recipes, we’re inspiring everyone to discover common interests and make connections across differences.”]

I can also offer you an interview with [name, title] who can speak more about our organization’s commitment to belonging and our support of the Ad Council’s national *Belonging Begins With Us* initiative. (You can read more about the national campaign in the press release [here](https://www.adcouncil.org/press-releases/ad-council-launches-belonging-begins-with-us-campaign-featuring-exclusive-new-music-from-lake-street-dive), and watch the powerful PSA [here](https://youtu.be/-RZwL_ABbKw).)  
  
I hope this is something you’ll consider covering and please let me know if there’s any additional information I can provide.

Thank you,

[your name]