



## **Habitat for Humanity Youth Programs Template Release How-to Guide**

Collegiate Challenge, Youth United, Act! Speak! Build! Week, Campus Chapters and youth awards and grants are a few of the Habitat for Humanity youth programs designed to capture the energy and hope of young people worldwide to involve them as leaders in the work of Habitat for Humanity. With the help of youth volunteers, Habitat for Humanity has experienced great growth since its founding in 1976 and has helped many families obtain safe, decent and affordable housing.

Whether building houses, fundraising, advocating or educating, telling your Habitat story is one of the most powerful ways to raise awareness about the need for more affordable housing. To assist you with sharing your Habitat news with your community and to maintain a consistent message about Habitat's youth programs and the support of State Farm® as the youth programs underwriter, we have provided you with a template press release.

### **Guidelines for using a Habitat for Humanity template press release**

- The sections highlighted in yellow should be filled out and customized using information from your youth group and the Habitat affiliate you partnered with.
- Once the press release is complete, you can send the release to local media where your school or youth group is headquartered. Remember to include school and community newspapers.
- This press release is not intended for national distribution and should only be sent to local media markets.
- You may also want to publicize your success via your group's social media sites. For Habitat's guide to social media, visit <http://my.habitat.org/GlobalLink.aspx?GID=g30de3>.
- To get a media list for your area or for other questions, please e-mail [newsroom@habitat.org](mailto:newsroom@habitat.org).