



Tips for seeking a local media profile of your DFW chapter leader:

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1. **Ask your chapter leader's permission before seeking media coverage!** Please do not approach the media and/or give out your leader's contact information without first discussing it with your chapter leader.
2. Be sure that your chapter leader is comfortable with having their photograph taken or being videotaped by the media.
3. **Use the sample email below.** Be sure to fill in your local information, where indicated.
4. Do you, or someone in your chapter have friends or contacts at your local newspaper, magazine, TV station or radio station? If so, reach out to them first.
5. Think about where you have seen similar coverage – “people” stories and profiles of community members. Does your local TV station have a regular “Person of the Week” feature? Does the local newspaper do human interest stories about local volunteers?
6. Look for contact information on the media outlet's website and on social media. Many media outlets will specify, on their websites, how and where they want to receive story ideas.
7. Start your email with a personal introduction and a note, especially if you already know the person you are contacting.
8. Follow up by phone after you send the email.
9. Please let us know about any media contact or coverage. Email [media@diningforwomen.org](mailto:media@diningforwomen.org).

**Sample Email:**

**Subject Line:** Local Volunteer Makes a Difference for Women and Girls

I am writing to tell you about a special individual in our community, and to ask you to consider doing a story on this dedicated volunteer. As the leader of the local Dining for Women chapter, **(insert name of chapter leader)** is making a difference in the lives of women and girls here at home and around the world.

Dining for Women is the world's largest educational giving circle dedicated to empowering women and girls and promoting gender equity in developing countries, while also fostering global citizens and powerful agents of change here in the U.S. This nonprofit organization has more than 400 chapters and 8,000 members across the U.S., including \_\_\_\_ **(insert number of chapters)** here in \_\_\_\_ **(insert name of city)**.



The \_\_\_\_ (**insert name of chapter**), led by \_\_\_\_ (**insert name of chapter leader**), has been part of Dining for Women since \_\_\_\_ (**insert year your chapter started**). \_\_\_\_ (**insert name of chapter leader**) devotes considerable time and energy to bring people together each month to learn, share a sense of community, and to socialize with substance.

Dining for Women chapters get together monthly to share a meal, usually in someone's home, learn about the challenges facing women and girls globally, and donate to grassroots projects that support women and girls. Everyone donates what they can, usually what they would have spent dining out. The average donation is \$35.

Donations support projects that allow women to obtain education and mentoring, access prenatal care and safer birthing options, receive healthcare screenings and treatment, learn entrepreneurial skills, and escape gender-based violence and human trafficking.

**Insert a paragraph about your chapter leader and what makes her special.**

Since its inception in 2003, Dining for Women has raised more than \$6 million, proving that small contributions, aggregated together, can make a huge difference. The \_\_\_\_ (**insert name of chapter**) has raised \_\_\_\_ (**insert amount your chapter has raised; you can get this information from DFW home office**).

I would appreciate the opportunity to tell your \_\_\_\_ (**readers/viewers**) more about \_\_\_\_ (**name of chapter leader**) and how Dining for Women is changing the world, one dinner at a time. Please feel free to contact me at \_\_\_\_ (**insert your phone number and email address**).

To learn more, visit, [www.diningforwomen.org](http://www.diningforwomen.org).

Thank you so much for your consideration and I look forward to discussing this with you further.