



Promoting Your Student Service Grant Project

Congratulations on earning an NASSP Student Service Grant, presented by The Allstate Foundation. This is a major achievement, and we want to help you maximize the impact of your project by providing a sample pitch and press advisory. These templates are intended as a guide to assist you in highlighting your student-led service work in the media. We encourage you and your school or district to customize these materials to best fit your needs. Please involve your students in crafting the outreach below—doing so provides a valuable real-world learning opportunity. Any press releases that mention The Allstate Foundation must be submitted to media@nassp.org before sending or publication. If you have questions, contact grants@nassp.org.

Steps to Publicize Your Project:

- 1. Develop Your Media List:** Build a focused list of relevant media contacts who might cover your youth service project. Rather than casting a wide net, carefully identify journalists and bloggers who report on community events, youth and education, or related topics. You can:
 - Use search engines to find relevant reporters.
 - Review local news coverage to identify writers covering similar stories.
 - Call outlets directly to request specific reporters' contact details.
 - Contact grants@nassp.org and share your school location for a list of local reporters.
- 2. Craft Your Story:** Create customized pitches for each media contact rather than using generic mass emails. Take time to carefully review all materials for accuracy and clarity.
- 3. Time Your Outreach:** Send your pitch 1–2 weeks ahead of your desired publication date.
- 4. Follow Up:** Circle back with contacts 2–3 days after sending materials to confirm receipt. Be ready to provide additional context or details they might find newsworthy and ask if they need any other information to help tell your story.

Email Pitch Template:

Subject: [City] school wins new grant for student service project

Hi [Name], I hope you're well.

This is [your name and title] from [school] in [city]. I wanted to let you know about an exciting student-led community service project on [date] thanks to a grant recently awarded from the [NASSP Student Service Grant program](#).

The [NHS/NJHS Chapter or student council] at [school] will [2–3 sentence description of the student-led initiative, including the "who, what, when, where, why"]. This project was selected for funding because of the students' passion, creativity, and commitment to making a real difference in [city].

Additional details are in the advisory below. I'd be happy to coordinate interviews with the student leaders, provide photos, and give you a firsthand look at how these inspiring young people are driving positive change.

Thanks, and please let me know if there's anything you need.

Best,
[YOUR NAME & CONTACT INFO]

[PASTE PRESS ADVISORY HERE]

Sample Press Advisory:

[School Name] Students Earn NASSP Grant for Student-Led Service Project on [Date]

[CITY, STATE] – Through a competitive application process, students at [School Name] have been selected to receive a grant from the [National Association of Secondary School Principals \(NASSP\) Student Service Grant](#) program. Presented by [The Allstate Foundation](#), this new national initiative empowers student leaders to create and lead impactful service projects in their communities.

The [School Name] project, which takes place on [Date], aims to [2–3 sentence description of the project goals and anticipated impact]. This student-led effort was chosen from a nationally representative pool of student leaders to receive grants ranging from \$200 to \$1,000 to bring their community-focused idea to life.

[1–2 sentence quote from a student leader involved in the project, highlighting their motivation and vision.]

"The Allstate Foundation believes that empowering youth to lead service is key to improving our communities and creating lasting change. These grants catalyze youth service opportunities by increasing access, deepening quality and putting dollars behind young people's innovative and transformational ideas about how to strengthen their communities," said Greg Weatherford II, Director, The Allstate Foundation and Social Impact.

"Our communities depend on the drive and fresh perspectives of the younger generation," said Ronn Nozoe, CEO of NASSP. "These student leaders are not just imagining a better world, they're actively building it. Their roll-up-your-sleeves mentality is inspiring, and we are excited to partner with The Allstate Foundation to make their efforts possible."

Presented by The Allstate Foundation, the [NASSP Student Service Grant program](#) is a new national initiative designed to empower student leaders to create and lead impactful service projects in their communities. Grants ranging from \$200 to \$1,000 will be awarded to fund youth-led service projects that address real community needs. With \$141,000 in total funding available this school year, this is a unique opportunity for middle level and high school students to lead service projects that make a lasting impact in their schools, communities, and beyond.

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