

Client	Bread for the Journey
Project	Resource Guide, Chapter 7, Part 2
Item	V2 Copy for final approval
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Chapter 7: Getting the Word Out / Part 2

An effective press release can make it easy for the media to get excited about your story—and spread the word by publishing it!

An appealing invitation can help inspire donors, community members and grant recipients to participate in your events.

Value-based language can help you tell the BFJ story uniquely well—so you can engage and excite your community!

In this section, you'll find templates and examples that can help you get the word out about your Bread for the Journey chapter—to the press, and to your community.

7h. Press Release Template

This template spells out all of the key components of a press release, and indicates what each section needs to accomplish.

7i. Press Release Sample

See what an effective press release can do! Use this sample as a model for crafting your own release.

7j. Post Card Template

Use this template as a starting point for your event invitations.

7k. Post Card Sample

Model your own event invite based on this example!

7l. Values-Based Language

At the 2007 Annual Gathering, we explored how we're communicating about Bread for the Journey today, and how we want to communicate about the important work we're doing in the future. This section includes a compilation of our shared wisdom, which can be excerpted for use in your publicity and community outreach.

7m. Worksheets for Further Message Development

Use these worksheets (from the 2007 Annual Gathering) to continue to cultivate messaging that targets your audience and expresses core BFJ values.

7h. Press Release Template

Main idea/benefit/news here

For Immediate Release
Date

Your Name
Your Phone number: (XXX) XXX-XXXX

City, State—Write main idea here, and why it's noteworthy.

Paragraph #1: Concisely summarizes the news of the release.

Paragraph #2: Supports the main idea and fleshes out the detail.

Quotes: It's always great to have a quote from someone from BFJ and/or the person/organization being featured in the release. This can help make the release both more personal and more legitimate. Ideally, the quotes will reflect the values and messaging developed at the 2007 Gathering of the Chapters.

Boilerplate (to appear at the conclusion of every release)

Bread for the Journey finds people with strength and vision who are excited about improving their communities and helps them make it happen. Headquartered in Mill Valley, California with chapters in more than twenty cities in the United States, this non-profit empowers simple, community-based philanthropy, often with far-reaching impact. Each Bread for the Journey chapter offers funding, practical assistance and encouragement to help people start valuable new projects quickly and easily—without complicated grant proposals and lengthy waiting periods. As a result, countless dynamic, creative programs are being born throughout the nation that heal and nourish our communities.

For more information about Bread for the Journey [Name of your chapter], call [Insert your chapter phone number] or visit us online at www.breadforthejourney.org.

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7i. Press Release Sample

Bread for the Journey of Denver Funds Sustainability Education

For Immediate Release
September 10, 2007

Linda Campbell Reilly
(XXX) XXX-XXXX

Denver, CO—Thanks to a grant of \$1,000 from Bread for the Journey of Denver, ConservED, www.conservproject.com, will further their work in sustainability education for small businesses and individuals in the Boulder-Denver area.

ConservED founders Jennifer White and Diane Dandeneau channel their passion for protecting our planet into classes, workshops and consulting designed to help individuals learn what they can do to truly make a difference—through the products they choose and the businesses they support. With their grant from Bread for the Journey, ConservED will publish the Green Heart Guide, www.greenheartguide.net, a listing of businesses that have made a commitment to the sustainability of our planet.

Denver chapter founder Linda Campbell Reilly describes how Bread for the Journey chose to fund ConservED: “We believe in the work ConservED is doing, and wanted to help them expand their reach. By providing a small grant with a simple process, we were able to help them quickly and profoundly transform fear about global warming into improved health and hope in our community.”

“What was most remarkable about the Bread for the Journey grant experience,” says Jennifer White, “was that there was practically zero turnaround time. We met Linda for tea and described our project. Before the meeting was over, she had written us a check. We’ve never felt such faith and trust from any other funder. It gave us more faith in ourselves.” White credits Bread for the Journey for sharing the ConservED commitment to living sustainably from the heart—and for making their educational outreach possible.

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For more information about Bread for the Journey of Denver, call (XXX) XXX-XXXX or visit us online at www.breadforthejourney.org.

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7j. Post Card Template

[Mailing Side]

Event Name

Teaser about why folks should come

Date

[Back / Mailing Side]

Short introduction about event: whom it's for; why it's valuable, why you should attend.

Logistical details

Boilerplate about Bread for the Journey of [Name of Chapter]

Recipient's mailing address

7k. Post Card Sample

[Front]

You're invited to a Circle of Giving

Join Bread for the Journey of [Name of Chapter] in exploring what generosity means in your life

September 8, 7:00 p.m.

[Back/Mailing Side]

[Left Column]

Liberate Your Natural Generosity

Join Bread for the Journey of [Name of Chapter] in an evening of shared stories about the balm of generosity and kindness as we explore the relationship between giving and receiving.

What: **Circle of Giving**

When: **Saturday, September 8, 2007**

Time: **7:00 – 9:00 p.m.**

Where: Sage's house, 5311 SE 58th Avenue, Portland, OR

RSVP: sage@sagecohen.com

About Bread for the Journey of [Name of Chapter]

Bread for the Journey of [Name of Chapter] finds people who are excited about improving our community and helps them make it happen. By providing funding, practical assistance and encouragement, we help people with strength and vision start valuable new projects quickly and easily—without complicated grant proposals and lengthy waiting periods. As a result, countless dynamic, creative programs are being born in [Name of Location] that heal and nourish our community. Learn more at www.breadforthejourney.org.

[Right Column]

[Recipient's mailing address]

7I. Values-Based Language

At the 2007 Annual Gathering, we explored how we're communicating about Bread for the Journey today, and how we want to communicate about the important work we're doing in the future. Following is a compilation of our shared wisdom, which can be excerpted for use in your publicity and community outreach.

About Bread for the Journey

- We are a group of Austin volunteers who raise support from other Austinites for people who have a really good idea of something that can help our community. We are unique in that we make it very simple for people to have access to the support they need—and to support one another. We practice trust and growing relationships. There are groups like us in more than twenty cities across the nation.
- We fund or provide grants to individuals who reach out and touch lives in a way that changes the quality of life for those in our community.
- Bread for the Journey has 20 chapters in cities across the United States. Volunteers raise money in the community and give it away in the community to a variety of projects that enrich the community, such as environment, health, women and children, etc.
- Bread for the Journey is about nurturing community, fostering relationships, and granting gifts that grant other gifts. I use story examples.
- Bread for the Journey supports one small kindness at a time.
- Bread for the Journey is about grassroots neighborhood philanthropy. We offer seed grants to people who are passionate about an idea that they need help with; sometimes they need money, sometimes they need other kinds of support. We foster relationships by word of mouth and by telling stories.
- We are a grassroots organization that looks for folks that have an idea of how to make the community a better place. We give them a small grant to help them get it off the ground.
- We practice neighborhood philanthropy. We find people in our community who have really good energy and ideas. We try to be a bridge between those who want to give money and those who want to give of their ideas and time.
- We are gathering community, and keeping our ears close to the ground.
- We provide organization and bridges and lifelines among donors and people who have decided to help other people. We work with people who need a little extra help to get their idea going.
- The message I give depends on the person to whom I'm speaking. I usually talk about our 20 volunteer-run chapters throughout the country. We find people who are excited about making a difference in the community and give them some money to get started. We don't go in deciding what needs to be fixed. We look at what is growing organically, and explore ways to support that new growth.
- Bread for the Journey provides seed grants and moral support and encouragement for people to start projects with a minimum of paperwork and a maximum of interest.
- We nurture and cultivate community awareness. We try to make ourselves visible to a lot of organizations, as there's always someone who is in need or has information that is beneficial to others we may serve.

How we use the resources we are given

- Our core concern is community. We support a broad range of projects that make the community more beautiful, just, alive, and healthy. Money raised in the community is given away in this community. There are many things a community needs. We try to be available in a relationship-focused way with a range of offerings from financial help to networking support.

Messages that express our core values

- **Seeding generosity:** The process happens with such ease and trust that it's inspiring to people. It's a breath of fresh air.
- **Trust:** We believe in the inherent goodness of people. Because trust is one of our primary values, we inspire the inherent goodness in people to come forward. We see a moment of recognition on people's faces of how this is different. They step into the place we invite them, and this instills a sense of trustworthiness in the people with whom we partner.
- **Listening well, speaking respectfully and observing:** We believe there's a reason that grantees found us, so it's important for us to listen to that. They are helping us to grow into whatever the space is that we need to fill in the community. It's rare when someone looks you in the eye, and is really listening and wants to learn from you. This quality of listening is empowering and validates us and helps us overcome our own doubts. Listening well makes it a more authentic relationship in grant making—face-to-face and person-to-person, rather than paper-to-inbox. We are listening beyond the need...to the person's heart. That's what helps in the trust process of grant making. If you just listen to a person's story, you can give them the money. If you listen to their heart, you can give them real support.

The Bread for the Journey difference

- We're a 501(c)3 that is unique—We don't look for a problem to throw money at, but we find people in a community that have vision (perhaps they have an idea, but don't have time to write grants) and we help them.
- We're a community-based organization that fosters relationships with donors and grantees to create a simple way to seed generosity, trust and respect.
- BFJ, using a simple process, weaves the community together through the trusting interdependence of donor, grantee, and community.
- Through respectful and personal relationships, BFJ provides community-focused grants to benefit creative and compassionate individuals and organizations.
- We have a quick turnaround time. Sometimes we meet for tea and write a check before the meeting is over. We require no paperwork. All of our work is done by volunteers. We can give to individuals with a good idea, not just other 501(c)3s.
- Last year Frank Taylor of the Kellogg Foundation said we are "a movement". The term gives me goose bumps.
- We are inviting people to be more complete, to see a bigger context for giving and receiving.
- Sitting down at a table with a grantee, or sending and receiving a personal note gives all of us a new experience of philanthropy.

About due diligence and tracking grants

- BFJ is also about building and developing trust – it's what the world needs more of. Part of our work is about building “trust muscles”. Taking little steps—giving away small grants. Has anyone ever trusted you before they knew you, and it made you more trustworthy?
- On our last two visits to potential grantees, people were almost suspicious of the way we work. Even if they don't receive a grant, I feel like we did some healing just by having the conversation.
- In Denver, 5 years ago we gave to a group of teenagers who wanted to share art with other kids. I hadn't heard from them in several years and thought they'd fallen off the face of the earth—for all I know, they could have taken the money and gone on vacation to Mexico! A few weeks ago, I was in Whole Foods and there was an opportunity to give to their organization! I looked up their website, saw all that they are doing, and wrote them an email.
- Many of our Bread for the Journey projects were started by ordinary people who simply saw a need and felt they had something to offer. There are no guarantees they will work. But the success or failure of any single project is far less important than the offering of the gift. The project can always be altered, revamped, resurrected. But a gift not offered dies in the heart.

7m. Worksheets for Further Message Development

[Note: worksheets are following pages.]

Bread for the Journey



Communicating the Bread for the Journey Story to Cultivate Community Awareness and Build Relationships

Audience	Needs BFJ Fulfills	We want them to feel	We want them to think	We want them to do
Donors				
Grant Recipients				
Our Community				

Bread for the Journey



Communicating the Bread for the Journey Story to Cultivate Community Awareness and Build Relationships

Creating Value-Focused Messaging

Value	Audience	Message
Kindness and caring		
Compassion		
Seeding generosity		
Trust among participants		
Community focused		
Simplicity		
Support for the individual		
Vision		
Fun		

Creating Value-Focused Messaging (continued)

Value	Audience	Message
Horizontal resources		
Heartfelt		
Listening well, speaking respectfully and observing		
Personal relationships		
Respect		
Encouragement		
Interdependence		
Chapter autonomy and individuality		
Honoring ebb and flow		
Giving and receiving		

Creating Value-Focused Messaging (continued)

Value	Audience	Message
Renewal		
Creativity		
Flexibility		
Grassroots		
Small		