



**A Guide for Promoting Your Peter Lynch Scholars**

# **PUBLIC RELATIONS TOOLKIT**

**Created for Catholic Elementary Schools with Peter Lynch Scholars**

Dear School Leaders,

Congratulations to your Peter Lynch Scholars! We've developed a public relations toolkit to make it easy for you to spread the word about this great honor for your students. From a template press release and newsletter article to social media and internal communication, this toolkit will assist your school in spreading the news in the community. Additionally, we kindly ask that you email any published stories or news to [sabate@csfboston.org](mailto:sabate@csfboston.org)

On behalf of the Catholic Schools Foundation, we thank you for the incredible work you do every day to build minds and change lives in the Archdiocese of Boston. We would not exist without your commitment to providing students with a high-quality Catholic education.

Regards,

Samantha Abate

Marketing and Communication Specialist, Catholic Schools Foundation

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# The Press Release

- A press release announcing that a student(s) within your school has been chosen to receive scholarship aid is an essential tool for external communication
  - The press release helps media representatives gather all of the information they need in one concise document
  - We have made it easy for you to get started by providing you with a template press release on the next page.
  - Please copy and paste it into a new word document that you can then customize for your student(s) and school.
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# Press Release Template

**(School Contact Info.)**

## **(Name of Student or Number of Students) Inducted by the Catholic Schools Foundation into the Tenth Class of Peter Lynch Scholars**

Tuesday, November 19, Newton, MA – At Our Lady Help of Christians Church in Newton, MA, a Mass was celebrated by Cardinal Seán O’Malley, Archbishop of the Archdiocese of Boston, to induct the tenth class of Peter Lynch Scholars. **(Optional)** The Mass was concelebrated by **(Pastor Name)** of **(Parish Name or School Name)**. For the 2019-2020 school year, **(Name of Students or number of students) (was/were)** one of 206 elementary students to be inducted into the tenth class of Peter Lynch Scholars by the Catholic Schools Foundation (CSF). **(Name of Students) (was/were)** joined by Peter Lynch Scholars from 59 Catholic elementary schools across the Greater Boston area.

Peter Lynch, known for his successful career as a money manager at Fidelity Investments, is a longtime supporter of Boston’s Catholic schools and serves as President Emeritus for CSF. The Peter Lynch Scholars Program was established in 2010 to honor Mr. Lynch’s involvement with CSF and its signature program, the Inner-City Scholarship Fund (ICSF).

Peter Lynch attended the Mass and was accompanied by Michael B. Reardon, Executive Director of CSF, Tom Carroll, Superintendent for Catholic Schools in the Archdiocese of Boston, and CSF Board Members Robert Cunjak and Fr. Marc Bishop.

“To our parents who are here, to our grandparents, guardians, siblings, cousins, those people who are important in the lives of our students - thank you,” said CSF Executive Director Mike Reardon. “Your commitment to Catholic education makes a difference, and it is going to matter in the lives of these young people. We are proud to sit with you and be a small part of that.”

Each Catholic elementary school selects their Peter Lynch Scholars based upon, among other criteria, his or her grades, work ethic and demonstrated care and concern for others in the school community and beyond.

The Mass music was provided by the choir from Saint Louis School in Lowell.

# The Media List

One of the key components for getting your news in the community is to create a targeted media list with contacts that will most likely cover your story. Below are a few tips for researching appropriate contacts in print/online and broadcast to receive your news.

- Write down all the towns served by your community to find daily and weekly newspapers that are relevant to your school.
- Find editors/reporters that cover, community news and education. Most print outlets also have online editions so be sure to look for contact names for both print and online (they are sometimes the same staff).

# Notifying Media

Pitching a story to local media takes more than just simply emailing the newspaper editor a press release. Below are a few tips for helping in getting media coverage:

- When you pitch an article to local media outlets, make sure you are familiar with the publications.
- Find editors/reporters that cover, community news and education.
- Before sending an email, include two or three sentences that answer the who, what, when, where and why before the reporter even reads the press release. They should want to read further for more information.
  - **Example:** (Insert school name) has been awarded (number of scholarships) as part of the Peter Lynch Scholars Program created by the Catholic Schools Foundation. Below is a press release with further details.
- For the email subject line, stay away from subjects like “Please read!” and tailor your subject to your reader.
  - **Example:** (Insert school name) receives (number of scholarships) from the Catholic Schools Foundation as part of the Peter Lynch Scholars Program.
- Once you’ve sent the email to your media contact, feel free to follow up with a brief email inquiry or phone call within 2-3 days.

# Newsletter Template

## **(Name of Students) Inducted by the Catholic Schools Foundation into the Tenth Class of Peter Lynch Scholars**

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# Photos

Photos can be used on your website, with your newsletter and included in social media posts. They are also great to include in media outreach and internally with your students, families, board, etc.

- All Photos can be found here: <https://peiphoto.smugmug.com/CATHOLIC-SCHOOLS-FOUNDATION/CSF111919-LYNCH-SCHOLARS-MASS/>
- Below is a group photo that can also be used

You can also create a hyperlink over the image if you are posting it on the website that directs readers to the newsletter article or press release for more information.

Steps to create hyperlink over image:

- Use the mouse and right click over the image
- Select hyperlink option
- Insert URL that will direct readers to newsletter article or press release



Photo can also be found at: <https://peiphoto.smugmug.com/CATHOLIC-SCHOOLS-FOUNDATION/CSF111919-LYNCH-SCHOLARS-MASS/>

# Social Media

Your school can use social media to celebrate and share the success of your students. Below are Twitter, Instagram and Facebook posts that can be used to share the news with your followers.

## **Suggested Twitter/Instagram Posts**

Excited to announce (insert students name) has been named a Peter Lynch Scholar by @icsfboston. #ICSFBoston (insert direct link to newsletter or press release)

Thank you @icsfboston for awarding (insert students name or number of students) a PL Scholarship #ICSFBoston (insert direct link to newsletter or press release on school website)

## **Suggested Facebook Posts:**

#1 – We are so excited that (insert students' names or number of students at school) was/were named a Peter Lynch Scholar this year! Thank you to the Catholic Schools Foundation's @Inner-City Scholarship Fund! For more information, visit (insert direct link to newsletter or press release on website) #ICSFBoston

#2 - Thanks to the Catholic Schools Foundation's @Inner-City Scholarship Fund, some of (or #of) our students are receiving scholarships based upon, among other criteria, his or her grades, work ethic, and demonstrated care and concern for others in the school community and beyond. #ICSFBoston

# Frequently Asked Questions

## Catholic Schools Foundation Questions

### ***What is the Catholic Schools Foundation?***

- The Catholic Schools Foundation is an independent, not-for-profit organization that changes lives by providing families with demonstrated financial need an opportunity to give their sons and daughters a quality education, focused on Christian values and character formation at Catholic Schools located throughout the Archdiocese of Boston, regardless of race, religion, ethnicity or gender.

### ***What programs does it provide?***

- CSF provides a range of programs and funding opportunities designed to ensure that quality, Catholic education remains sustainable for and accessible to families within the Archdiocese of Boston. Our signature program, the Inner-City Scholarship Fund, provides thousands of children in need with partial scholarships to attend Catholic schools.

In addition to scholarship funds, CSF works with local schools to promote sustainability through programming like the Hispanic Recruitment Initiative, our admissions collaborative, education innovation grants, and through workshops and seminars.

For a full listing of our programs, please visit [www.csfboston.org](http://www.csfboston.org).

### ***Where does the money come from?***

- CSF is an independent, not-for-profit organization that relies on the generosity of donors.

### ***What schools are eligible for grant funding?***

- Catholic elementary and high schools within the Archdiocese of Boston are eligible for grant funding from the Catholic Schools Foundation.

### ***What is the Inner-City Scholarship Fund?***

- The Inner-City Scholarship Fund is the signature program of The Catholic Schools Foundation. Through this fund, thousands of children in need receive partial scholarships to attend Catholic schools in the Archdiocese of Boston. Scholarships are given primarily to students in high poverty neighborhoods and are awarded without regard to race, religion, national origin or gender.

# Thank You!

Thank you for taking the time to share this wonderful news with your communities, both internal and external. Sharing the success of your school and students helps to promote the great work that you do every day. If you have any questions about how to promote your PL Scholars, please contact Samantha Abate at [sabate@csfboston.org](mailto:sabate@csfboston.org) or by phone at (617) 398-5459.