



# Start With Trust<sup>®</sup>

## Press Release Template

Congratulations on your recent BBB Accreditation. Now is the time to let your current and potential donors know you're a trustworthy organization. Use this template to build a press release and spread the word your organization meets your BBB's Standards For Trust and 20 Standards for Charity Accountability. You can customize and maximize exposure of your nonprofit by:

- Adding it to your Web site
- Posting it to Facebook
- Tweeting it on Twitter
- E-mailing it to your donors
- Distributing it to the media

You can visit [www.dayton.bbb.org](http://www.dayton.bbb.org) and log into the Accredited Business only page to download the template as a Word document to edit. For more information, please contact Sheri Sword, VP of Communications, at (937) 222-1534, ext. 2277 or by e-mail at [ssword@dayton.bbb.org](mailto:ssword@dayton.bbb.org).

### ***[Your Charity Name] Earns BBB Accreditation [Your Charity Name] is Committed to BBB's Standards***

This week, *[Your Charity Name]* announced its recent Accreditation by your Better Business Bureau. As a BBB Accredited Charity, *[Your Charity Name]* is dedicated to ethics, public accountability and transparency. Its Accreditation will help people understand who the organization is and the core values it believes in. You can check out *[Your Charity Name]*'s BBB charity report by visiting [www.bbb.org](http://www.bbb.org) or calling (937) 222-5825 or (800) 776-5301.

John North, BBB president and CEO, says, "A BBB Charity Accreditation is an honor. BBB Accredited Charities have gone through a comprehensive, voluntary review process and must meet 20 Standards for Charity Accountability, which focus on the organization's governance, oversight, effectiveness, finances and fundraising. Therefore, an organization's display of a BBB Accredited Charity seal conveys trust and adherence to these strong and comprehensive standards."

*[Your Charity Name]*'s, executive director states, "We are proud to have met your BBB's high standards and excited to be part of an organization that exists so donors and nonprofits alike have an unbiased source to guide them on matters of trust. We value building trust with our donors and our Accreditation gives them confidence in our commitment to maintaining high ethical standards of conduct."

*[Executive director]* continues, "Our Accreditation signifies our commitment to ethical practices and building public confidence in giving. For any organization to excel in today's environment, it's critical it be fully committed to excellence."

#### **About *[Your Charity Name]***

*(Add information about your organization here)*

#### **About Your BBB Serving Dayton and the Miami Valley**

Your BBB, the leader in advancing marketplace trust, is an unbiased nonprofit organization that sets and upholds high standards for fair and honest business behavior. Businesses that earn BBB Accreditation contractually agree and adhere to the organization's high standards of ethical business behavior. Your BBB provides objective advice, free business BBB Reliability Reports™ and charity BBB Wise Giving Reports™, and educational information on topics affecting marketplace trust. To further promote trust, your BBB also offers complaint and dispute resolution support for consumers and businesses when there is difference in viewpoints. The first BBB was founded in 1912. Today, 125 BBBs serve communities across the U.S. and Canada, evaluating and monitoring more than four million local and national businesses and charities. Please visit [www.bbb.org](http://www.bbb.org) for more information about your BBB.