



A template structure for pitching to the media

To get your voice heard in a chosen media outlet, follow the template below to help structure and develop your pitch idea. If you would like further support from the media team, please contact press@vsoint.org

SUBJECT LINE / Pitch title: [insert concise, catchy title or question that demonstrates the story you're offering succinctly]

Some recent examples from my work:

- ***Pitch: Young Loughborough student shows the power of UK overseas aid***
- ***Pitch: Wasting money on poor countries? This volunteer shows the value of investing overseas***

MAIN BODY

Hi/Hello/Dear [NAME],

I'm wondering if you'd be interested in a story on/about [insert a relevant introductory sentence to whet the editor's appetite and let them know what you're offering. Make it distinct from your subject line - and bear in mind they may not read past it].

[2-3 short paragraphs or a bullet-point list demonstrating the strength and structure of your story, who your characters are, interesting data you could include and why you should be the one to write it - e.g. you live there, travelled there, speak the language, have heritage, have a PhD or high-quality blog relevant to the subject area.]

You can view samples of my previous work (for titles such as X, Y and Z) here: [insert website or blog link].

Thanks/Best wishes/Kind regards,

[Your name]

SIGNATURE

[Include an email signature with your contact details, your website and your social media links laid out neatly]