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Evergreen Tip: *You do NOT need a publicist to distribute a press release, however if you do hire one, be sure they are doing this for you.*

Local Author Turns to Kickstarter to Fund a Book Teaching Children About Gratitude

Evergreen Tip: *Create a title that could easily be used in a newspaper or magazine article*

Minneapolis teacher is using crowdfunding to make her forthcoming children's book a reality.

Evergreen Tip: *Create a tagline that summarizes the news in your press release*

MINNEAPOLIS, May 16, 2019— Minneapolis public school teacher Jane Doe had an idea two summers ago: she wanted to create a book about one child's pursuit of gratitude could have ripple effects on the whole school. She called it *The Thankful Classroom*.

The story wasn't a problem, and neither was finding an incredible illustrator, John Smith, also from Minneapolis. The problem was funding.

"We knew we had a wonderful concept and beautiful illustrations. We knew the book would make a difference for the schools in our community. But what we didn't realize was how much printing the books would cost," says Doe.

That's when Doe and Smith turned to Kickstarter to fund their project. "We'd seen so many other books be funded in this way, and we knew if we told the story of how the book came together we could meet our financial goal but also our goal of spreading the word about the book," says Smith.

As first time authors, figuring out Kickstarter wasn't easy. There was a video to create and rewards to consider. But all of that work ended up helping them see the larger vision for their book come together. Supporters of the Kickstarter campaign for *The Thankful Classroom* will have the opportunity to not only purchase signed copies of the book for themselves, but select rewards that include class sets, plush toys, and Skype visits with the authors.

Jane Doe, who has been teaching for more than fifteen years, knows that the impact of the crowdfunding campaign could be enormous. "November is the perfect time to support our

Kickstarter campaign, which launches November 1,” she says. “We’ll hopefully meet our goal by December 1st, when it ends, and then have books to send the following week, just in time for Christmas.”

“We can’t wait to see the impact of *The Thankful Classroom* on our public school teachers,” says Amy Quale, co-founder of Wise Ink Creative Publishing. “Adding this book to our fall launch season has brought us a lot of personal and professional joy.”

Evergreen Tip: Notice that this press release is very specific to the crowdfunding campaign itself and includes lots of quotes from multiple sources. It also includes relevant information about timing.

About The Thankful Classroom’s Kickstarter Campaign

The Kickstarter campaign for *The Thankful Classroom* will begin November 1 and run for four weeks, closing Dec 1. Backers can visit the book’s Kickstarter page or visit Jane Doe’s website, www.thankfulclassroom.com.

Evergreen Tip: Make sure to hyperlink the crowdfunding page as well as your website. Be sure your website directs people to your crowdfunding page before sending your press release out to media.

All requests for interviews can contact **Your Name or Your Publicist** at **your email address** or **your phone number**.