

# Nonprofit Reporter Sheet

## **Request a Nonprofit reporter account on The Ravidian**

*(If you are a volunteer or intern, create the account under the email of a permanent staff member or an info@/main org email address so that the account is still accessible once you are no longer with the organization)*

## **What should I write about?**

*What does your nonprofit do? Is there a community member, employee, or person(s) served you want to focus on? What gets you talking or are issues that you see are of interest to your community? What local events, elections, meetings, happenings, etc. whether put on by your nonprofit or someone else do you think the community should be informed about? Showcase your nonprofit's expertise, work in your field and highlight the experiences of the people served.*

## **Deadline/Timing:**

*If your piece is time-sensitive and based around an event, having it published a week or more before said event is ideal. Even if your piece is evergreen, give yourself a timeline so you follow through! As a non-profit you have publishing power, however, we encourage first time users of The Ravidian to get in contact with staff and work with them to edit and create initial pieces.*

## **Tips: Starting off:**

- *No press releases: We do not publish or upload press releases on The Ravidian ask this is not of interest to our readership nor good journalism. However, the information in a press release can be used to craft your piece.*
- *Write like the reader has no idea about your topic or event or no initial interest. It is your job to convince, inform, educate and intrigue them about the work of your nonprofit or the communities/peoples you serve.*
- *Write the easiest part first (the event details, the information you know regarding a topic, what you're most passionate about regarding your topic), then work around that to build your article.*
- *Inverted News Triangle: Write the most important details of the piece first and foremost, then follow up with other relevant info, then lesser details.*
- *We always encourage empowering your members/consumers/communities that you serve to write and tell their own stories for your nonprofit. Credit can be given to them even if their writing is still published on your Ravidian account. Use our Community Journalist sheet for individual reporters.*

**Who, What, When, Where, Why** (*Put in the address of your event or your nonprofit in [cridata.org](http://cridata.org) to find what neighborhood your event is in and if relevant, remember to put the location of the event in your article*):

**Quotes: What are some things other people are saying about your topic or event?**  
(*Ask 1-3 employees, event attendees or presenters, consumers, etc for their perspectives and add them to your piece: try to ask questions that will give people insight on your topic or event and spark interest*)

**Extra details, tips, counterarguments, information:**

**How long is your piece?** *Typical Rappidian news pieces are 400-600 words long, though a community profile, commentary, or Voices piece can be a bit longer. Try to keep it under 1000 words!*

**Photo:** *(Up close horizontal shots of people and food are the most appealing on social media! You can use your smart phone or a local photographer. Permission is needed for images so don't just grab whatever picture you find on the internet!)*

**Links and credit:** *Be sure to have links to sources, social media, events, references or information about topics, people and events mentioned in your piece.*

*For questions on this form, how to write for The Rappidian or how to make a reporter account, email [info@therappidian.org](mailto:info@therappidian.org)*