

# eliminating racism empowering women

ywca

## Sample Pitch Letter

*(To be sent to local media by your YWCA)*

Date

Media's name

Name, Title

Address

City, State Zip

Dear NAME,

Violence in all its forms undermines our quality of life. Because it reaches into our cities and towns, our schools, our homes and our workplaces - it affects us all. The YWCA is spearheading a nationwide effort to unite individuals against violence in our communities. We have had **Enough!**

We are organizing activities and discussion in observance of the 12<sup>th</sup> Annual YWCA Week Without Violence, held the third week in October. That's where we need your help. We encourage you to cover the activities we have planned for the week of Oct. 14-20.

Activity	Date	Time	Location	Contact
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If you have any questions, I can be reached at PHONE NUMBER, or, E-MAIL address.

Let us seize this opportunity to focus on *YWCA Week Without Violence*, inviting members of our communities to consider realistic and sustainable alternatives to violence. The YWCA has spread the anti-violence message to millions, and with your help, we can continue to make a difference.

Sincerely,

NAME  
Executive Director  
YWCA \_\_\_\_\_