

NECA 125th Anniversary Press Release: Chapter Customization Guidance

This guidance sheet helps NECA chapters quickly tailor the 125th Anniversary press release template to highlight local news while maintaining a consistent national message. **All text inside brackets [] serve as direction/suggestions** and should be replaced for final press release.

1. Choose a Strong, Local Headline

Focus on **what's newsworthy in your region**, not just the anniversary itself. The 'Headline' placeholder text in template can be removed.

Effective headline angles include:

- Major project milestones
- Workforce development or apprenticeship achievements
- Community partnerships or service initiatives
- Safety, innovation, or sustainability efforts
- Chapter anniversaries or leadership milestones

Examples:

- *[Chapter Name] Marks Major Workforce Milestone During NECA's 125th Anniversary Year*
- *Local Electrical Contractors Power Regional Growth as NECA Celebrates 125 Years*

2. Lead With Local Impact

In the first paragraph, clearly answer:

- **Who** is involved?
- **What** is happening?
- **Where** is it taking place?
- **Why** does it matter locally?

Tip: Keep this section focused on your chapter, not national history.

3. Use Meaningful Quotes

Quotes should add insight or emotion, not repeat facts.

Best practices:

- Use chapter leaders, board members, or project partners

- Tie the quote to community impact or future growth
- Reference NECA's legacy only if it strengthens the local message

4. Highlight Chapter Achievements

Include 1–2 short paragraphs describing:

- Number of contractors or members served
- Training program or apprenticeship highlights
- Economic or community contributions
- Unique regional strengths

Tip: Use numbers where possible (years, jobs, apprentices, projects).

5. Keep the 125th Anniversary Blurb Consistent

Do **not edit** the official anniversary blurb at the end of the release.

Why this matters:

- Ensures consistent national messaging
- Drives traffic to the official anniversary website
- Reinforces NECA's historic milestone

Always include the link: www.necanet.org/125

6. Length and Style Guidelines

- Ideal length: **500–700 words**
- Use clear, professional language
- Avoid heavy technical jargon
- Write in third person

7. Distribution Tips

Share your release with:

- Local and regional media outlets
- Business and construction trade publications
- Chapter newsletters and websites
- Social media platforms (link to full release)

Optional: Include photos or logos when sending to media for a higher chance of attracting coverage.

8. Final Checklist Before Sending

- ☐ Headline reflects local news
- ☐ Quotes are customized and attributed
- ☐ Chapter name and region are accurate
- ☐ Contact information is current
- ☐ Official NECA 125th anniversary blurb included

Questions or support:

Chapters are encouraged to coordinate with the NECA National Public Relations team (Chelsea.croft@necanet.org) or their communications team for additional guidance or review.