# **Sample Pitch Email for Distribution to Local Media Outlets**

SUBJECT LINE: Kitten Fosters Urgently Needed in [AREA] – Interviews Available for [OUTLET NAME]

Hi [NAME],

“Kitten season” in [AREA] is right around the corner, and it is a time following the feline breeding season when shelters are overwhelmed with a flood of newborn kittens coming in. [SHELTER NAME] is working toward our goal of saving the lives of more cats in [AREA], and now that it’s [TIME OF YEAR], **we have an urgent need for foster parents to help care for these vulnerable kittens. We would greatly appreciate your assistance in educating your [readers/viewers] about this dire need [in/on] [OUTLET NAME].**

To give you some more background on the issue, kittens under 8 weeks are too young to survive in shelters, so foster programs are crucial to giving them a second chance to find a home. [INSERT SPECIFIC INFO ABOUT YOUR PROGRAM PROCESS]

[INSERT SPECIFIC STATS/DATA FOR HOW MANY CATS/KITTENS YOUR PROGRAM HAS SAVED THROUGH FOSTER PROGRAM. SHARE NUMERICAL GOAL FOR KITTENS YOUR ORGANIZATION HOPES TO SAVE THIS YEAR] Without fosters, we are unable to take in all of the kittens who enter the shelter.

The [JOB TITLE] OF [YOUR ORGANIZATION NAME] is available for interviews, and can speak to why there is tremendous need for kitten fosters in [AREA NAME], how the [ORGANIZATION NAME]’s program works, and of course how people can sign up to save lives.

**Would you be interested in setting up an interview?**

Best,

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