

Funding Announcement Press Release Template

For announcing a seed, Series A or later round. Business editors look for the amount, the investors and what the money is for, so the template leads with all three.

[Orange] fill in your details *[Grey]* write this part yourself, then delete the prompt

FOR IMMEDIATE RELEASE

[Company name] raises **[Amount raised]** **[Round]** to *[what the money is for]*

Round led by **[Lead investor]**, with participation from *[other investors]*

[City], **[Release date]** - **[Company name]**, *[what the company does in a few words]*, today announced it has raised **[Amount raised]** in **[Round]** funding led by **[Lead investor]**. *[Other investors]* also participated.

The funding will be used to *[the two or three specific uses: hiring, product, expansion, and so on]*.

[Traction. The figures that explain why investors backed you now: growth, customers, revenue, usage. Only numbers you are prepared to see published.]

[The problem and market. Two sentences on what company name solves and why the timing is right.]

[Total raised to date, if you share it, and any previous rounds or investors.]

"*[What this round lets you do that you could not before]*," said **[Spokesperson]**, **[Spokesperson title]** of **[Company name]**. "*[A line about customers or the mission, not the money]*."

"*[Why the investor backed the company, in their own words]*," said *[investor name]*, *[title]* at **[Lead investor]**.

About **[Company name]**

[Company name] *[one sentence on what you do and for whom]. [One sentence of proof: founded year, customers, footprint, or a figure you can verify].* Learn more at **[Website]**.

About **[Lead investor]**

[One or two sentences supplied by the investor.]

Media contact

[Media contact name]

[Media contact email]

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When to use this template

- Closing a pre-seed, seed, Series A or later round
- A strategic investment from a notable company or fund
- An extension or follow-on round with a clear new purpose

Headline formulas

1. **[Company name]** raises **[Amount raised]** **[Round]** to *[what the money is for]*
2. **[Company name]** secures **[Amount raised]** led by **[Lead investor]** to *[goal]*
3. **[Company name]** closes **[Amount raised]** **[Round]** as *[traction point]*

Tips from the editor's desk

Agree the numbers with your investors first

Confirm the amount, the round name and the investor list with everyone named before you publish. A correction after the fact is worse than a delay.

Say what the money is for

"To accelerate growth" says nothing. Name the hires, markets or products the round pays for. That is what makes it a story.

Get an investor quote

A quote from the lead investor gives an outside reason to believe the story, and most funds expect to provide one. Ask early.

Coordinate the timing

Set one release time and have the investor's own announcement go out at the same moment, so coverage is not split across two dates.

Before you send it

- | | |
|--|--|
| ☐ Headline is under 70 characters and names who did what | ☐ Names and titles are spelled correctly and approved by the people named |
| ☐ The first sentence states the news completely | ☐ Partners, investors or customers mentioned have signed off |
| ☐ Dateline has the city and the release date | ☐ Boilerplate is current, and every link works |
| ☐ Every figure is accurate and you can show where it came from | ☐ The media contact is a real person who will answer |
| ☐ Each quote adds a reason or an opinion, not a repeat of the facts | ☐ Read it aloud once. Cut anything that sounds like an ad |

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