



## How to Create a Boilerplate

A **boilerplate** is a concise and standardized piece of text that provides essential information about your company. It ensures readers understand who you are and what you do. It's commonly used in media releases, official documents, and other communications such as in letters, on your web site, and in the "about us" section on social media.

Include:

- **Organization's name:** Clearly state your organization's full name.
- **Founding date and place:** Mention when and where your organization was founded.
- **Services:** Briefly describe what you do.
- **Location:** Mention where you have sites, what region you cover (counties or communities), other geographic information.
- **Mission:** Highlight your organization's purpose or mission.
- **Social media links and contact information:** Provide relevant links and ways to get in touch including phone number, email address, mailing address.
- **Consider mentioning major milestones, awards, and honors:** Showcase your achievements.

### Tips for Writing a Great Boilerplate:

- **Gather data:** Collect current statistics and relevant information about your company.
- **Balance objective and mission:** Make your company sound influential in its industry.
- **Inject personality:** Consider adding a touch of energy or brand voice.
- **Be succinct:** Keep it concise while covering essential points.