



ANGEL CAPITAL ASSOCIATION

Customizable Press Release Template

This template is available in word in the [ACA Members Knowledge Center](#)

The cultivation of an honest and professional relationship with editors, news directors and reporters is an essential step in communicating your organization's message to the public. The media rely on organizations like yours to bring valuable information to their attention. If your group does not yet communicate with the media, the ACA press release template offers an excellent starting point.

How to use this customizable ACA press release template:

- A press release is the standard way to present your news to the media. Media expect your press release information to follow a standardized template. Use this template to present news to your local media.
- The template includes customizable information, highlighted in yellow, within the release (e.g. dateline, name of your angel group, quote attribution, etc.). Insert this information before the release is distributed.
- Improve clicks to your website and SEO by inserting hyperlinks to your group website and any online resources or organizations mentioned in the release.
- Distribute the press release via email to local business media reporters; Obtain media contact information at the media website or by calling the media. Optionally, news distribution services can be used such as PR Web and others.

Typical uses:

- Announce your organization's involvement as a member of ACA.
 - Primary message: Your local groups affiliation with a national organization
 - Secondary message: Your group's availability to provide a local perspective on angel investing trends, issues, hot topics.

**If more than one angel group from your metropolitan area is a member of ACA, we suggest that you coordinate your releases in order to ensure the best media coverage. The full list of ACA members can be found on the [website](#) and in the [ACA Members Knowledge Center](#).*

- Review the PR template and modify the content by including additional ACA related news that may be of interest to local reporters e.g.
 - ACA public policy news, issues, campaigns
 - ACA research findings
 - Your group's involvement in ACA events e.g. speaking at a conference; presenting during an ACA webinar
- Make sure to include ACA on your distribution list when you send out any group news and/or releases.

**Insert Your
Group Name/Logo
Here**

MEMBER OF



ANGEL CAPITAL ASSOCIATION

CONTACT:

(Insert name, affiliation, phone number, e-mail)

[Angel Group Name] Joins North American Angel Capital Association

North American Affiliation Enhances Local Expertise and Network to Support Investments in High-Growth Entrepreneurial Ventures

[City, State Abbreviation, Date] –**[Name of local angel group]** has joined the national [Angel Capital Association](#) (ACA) to fuel its investments in local entrepreneurial **[option to replace entrepreneurial with industry segment]** startup companies.

Founded in **[year]**, **[name of angel group]** invests in **[type and stage of companies]**. “Our members are committed to a disciplined, professional approach to evaluating investment opportunities and managing the investment process,” said **[insert full name of spokesperson and name of angel group]**. “As members of the Angel Capital Association our angel investor members can access and leverage the latest investing best practices, new industry data, and a network of industry experts and potential syndication partners.”

“We are pleased to welcome **[name of angel group]** as a member of the Angel Capital Association and look forward to working with them as they invest in startups and grow the kinds of companies that are vital to a sustainable economy.” added ACA Executive Director Marianne Hudson.

Angel groups fill an important funding niche between informal investors from family and friends, and formal venture capital. The number of angel organizations has more than tripled since 1999, reaching nearly 400 in the United States in 2013. Recent estimates from the Center for Venture Research report that angels groups provided \$24.1 billion in start-up financing to nearly 73,400 ventures in 2014.

“An increasing number of individuals are looking at collaborative investing in high-potential startup companies through angel groups as an attractive investment option,” said **[last name of angel group spokesperson]**. “Angel groups like **[name of angel group]** and ACA enable individual investors to pool expertise and capital to support early stage ventures.”

Angel investors, high-net-worth individuals or “cashed out” entrepreneurs, play an important part in the startup ecosystem and fuel job growth by mentoring and investing in startups. **[Angel group]** currently has **[number]** of investor members and continues to grow. Accredited investors* who might be interested in joining **[name of angel group]** are encouraged to attend an upcoming meeting. To receive an invitation to the next **[angel group]** meeting please contact: **[person and email address]**.

About [Angel Group Name]

The [name of angel group] was formed in [insert month, year]. [Insert summary of the local angel group. Note what kinds of investments the group likes to make, what companies the group invested in last year, and how many members the group has.]

About the Angel Capital Association

The [Angel Capital Association](http://www.angelcapitalassociation.org) is the leading professional and trade association focused on fueling the success of accredited angel investors and portfolio companies in high-growth, early-stage ventures. ACA is the voice of the angel industry, providing comprehensive services in support of members working in angel groups, through portals and individually. ACA provides professional development, public policy advocacy and significant benefits and resources to its membership of more than 13,000 individual accredited investors in 240 angel groups and platforms.
www.angelcapitalassociation.org; @ACAAngelCapital.

*"ACCREDITED INVESTOR," AS DEFINED IN THE SECURITIES ACT OF 1933 FOR INDIVIDUALS, MEANS A NATURAL PERSON WHO HAS INDIVIDUAL NET WORTH OR JOINT NET WORTH WITH THE PERSON'S SPOUSE THAT EXCEEDS \$1 MILLION AT THE TIME OF THE PURCHASE, EXCLUDING THE VALUE OF THE PRIMARY RESIDENCE OF SUCH PERSON," OR "A NATURAL PERSON WITH INCOME EXCEEDING \$200,000 IN EACH OF THE TWO MOST RECENT YEARS OR JOINT INCOME WITH A SPOUSE EXCEEDING \$300,000 FOR THOSE YEARS AND A REASONABLE EXPECTATION OF THE SAME INCOME LEVEL IN THE CURRENT YEAR."