



SHARING YOUR STORY



FEDERATION
OF CANADIAN
MUNICIPALITIES

FÉDÉRATION
CANADIENNE DES
MUNICIPALITÉS

CONTENT TEMPLATES

ABOUT THIS DOCUMENT

This file contains blank, generic template content and content direction to be developed into laid-out, ready-to-populate communications tools. These correspond to the models presented in the *Sharing Your Story* guide. Not all models require templates (e.g., social media posts); we have included here only those content types for which downloadable template files are practical.

NEWS RELEASE TEMPLATE

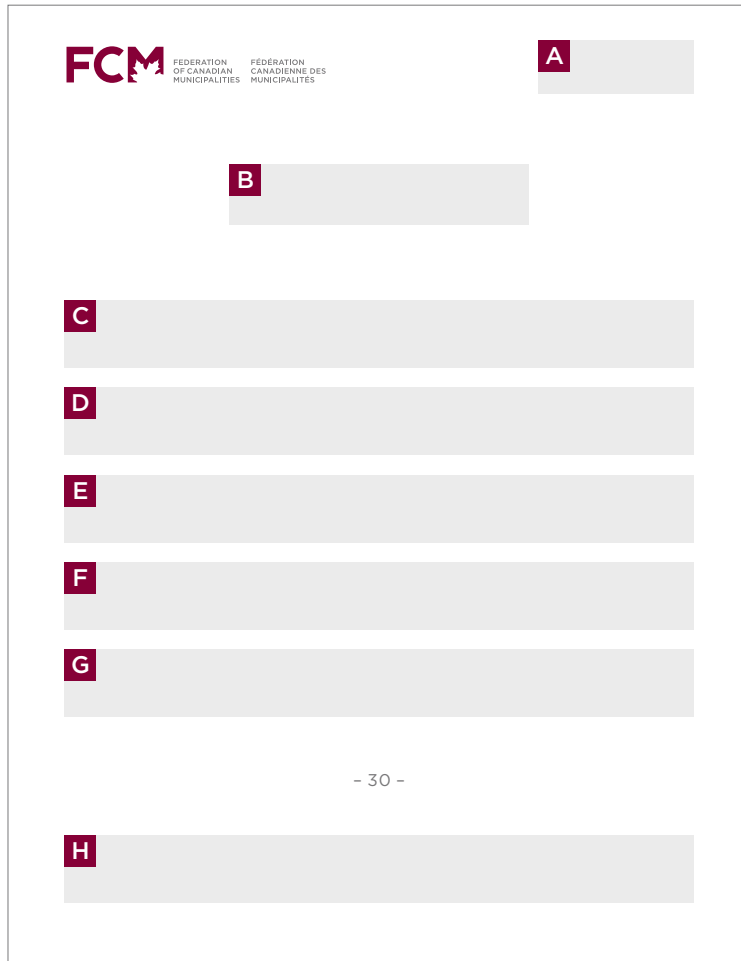
3

SLIDE TEMPLATE

4

NEWS RELEASE TEMPLATE

DOWNLOAD TEMPLATE 



A: YOUR LOGO

B: HEADLINE CONVEYS MAIN POINT
What's happening and why it matters

C: YOUR CITY – DATE
Write a strong lead, presenting the most important facts so that if someone only reads this much, they get an overview of the whole release.

D: 2ND PARAGRAPH
Additional details to expand on your lead or, if your story is very short, you can go straight to a quote from a project participant from your municipality about the benefits of the program.

E: 3RD PARAGRAPH
Background to the project – goals, activities, results, how individuals and families have been helped.

F: 4TH PARAGRAPH
Quote from CFM International program manager and/or overseas municipal partner about long-term impact of program.

G: 5TH PARAGRAPH
Operational details such as program funding, resources allocated, etc.

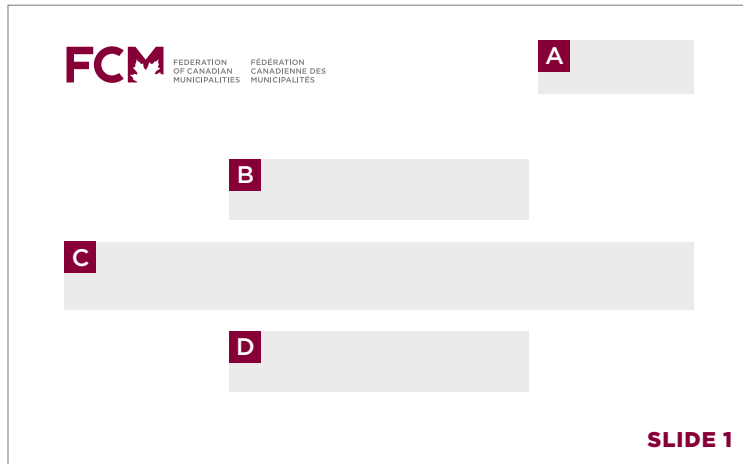
H: ABOUT FCM INTERNATIONAL
In leading the municipal movement, FCM works to align federal and local priorities, recognizing that strong hometowns make for a strong Canada. Through its international program, FCM brings together Canadian and international municipalities to improve local governance and economic policy around the world.

FCM's (name of program) is undertaken with the financial support of the Government of Canada provided through Global Affairs Canada.

SLIDE TEMPLATE

[DOWNLOAD TEMPLATE](#) 

We have provided two slide types in this template: one, a title slide to set up your presentation with directions on where to place images; and the other a standard content slide.



SLIDE 1

A: YOUR LOGO

B: SUB-TITLE

Your municipality/
partner municipality

C: TITLE

Engaging Title
Maximum 6 Words

D: PHOTOGRAPH

SLIDE 2

A: YOUR LOGO

B: HEADLINE

Descriptive headline
Maximum 10 words

C: KEY POINTS

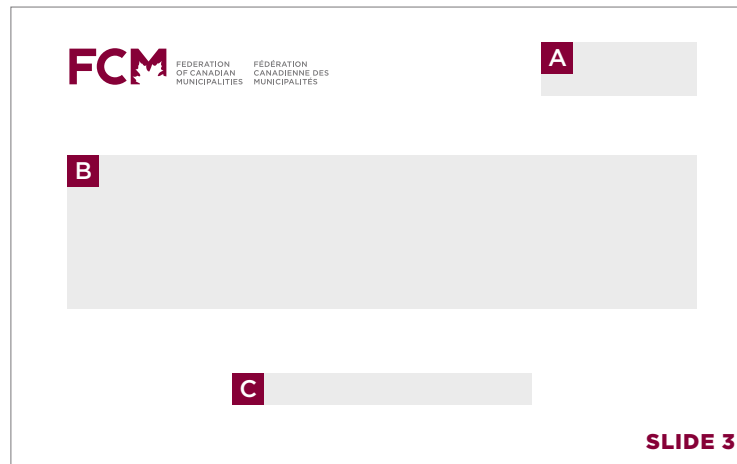
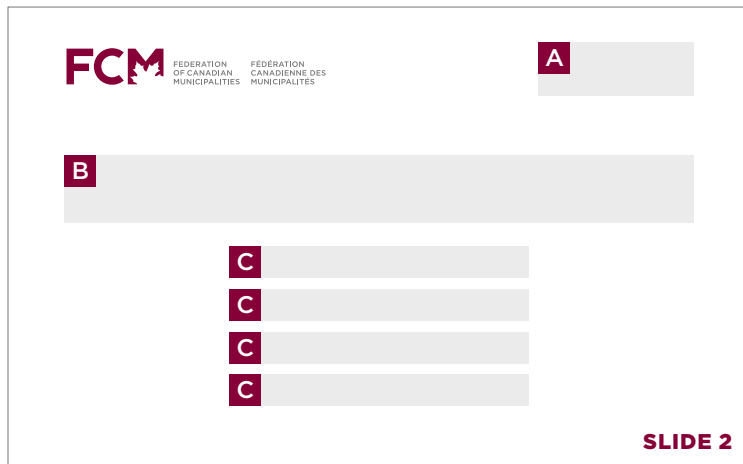
SLIDE 3

A: YOUR LOGO

B: PHOTOGRAPH

C: CAPTION

Descriptive caption
Maximum 10 words



LOOKING FOR HELP TELLING YOUR STORY?



FCM staff are always willing to help showcase the exceptional work of municipal experts. Don't hesitate to contact us.

Federation of Canadian Municipalities

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FCM International programs are undertaken with the financial support of the Government of Canada provided through Global Affairs Canada.



Global Affairs
Canada

Affaires mondiales
Canada

Canada