**Stanley Black & Decker PR Tool Kit**

**Draft Press Release Outline**

[Your Organization Logo]

**[Your Organization Name] Is Named a Stanley Black & Decker Makers Grant Recipient**

***The Global Impact Challenge will reskill more than 200,000 makers and trade professionals in 2023***

[Month, Day, Year] [CITY, State] – Stanley Black & Decker (NYSE: SWK) announced the recipients of its second Global Impact Challenge. [Your Organization Name] is honored to have been named as a Makers Grant Recipient for our efforts to [details on program].

Initiated in 2021, the Global Impact Challenge grant program will award up to $25 million in grant funding over five years to nonprofits that are supporting trade workforce development initiatives in the construction and manufacturing sectors. With the first applications submitted in 2022, 182 entrants were evaluated based on number of people served, outcomes projected, sustainable impact, depth of programs, and diversity, among many other considerations. [Your Organization Name] was selected as one of 91 organizations that will help skill and reskill roughly 210,448 makers throughout 2023.

“[Quote from receiving org leadership],” said [Name], [Title] at [Receiving Org].

[Insert more details on donation and how it will be used.]

“Stanley Black & Decker is immensely proud to support [Your Organization Name] as they work to skill and reskill the next generation of trade professionals,” said Stanley Black & Decker Corporate Responsibility Officer, Deb Geyer. “Currently in the U.S., there are an estimated 650,000 open construction jobs and 10 million unfilled manufacturing jobs globally. Our purpose is to support ‘Those Who Make the World,’ and being able to fund educational programs and non-profits that are revitalizing trade careers directly connects to our core mission. Thanks to this year’s Makers Grant Recipients, together we will be one step closer to closing the trade skills gap.”

To learn more about Stanley Black & Decker’s Global Impact Challenge, the 2022 recipients and how non-profits may submit for the upcoming application period, please visit [EmpowerMakers.com](http://www.empowermakers.com).

[Optional: Attach photos to press release]

**About [Receiving Org]**

[Boiler plate language]

**About Stanley Black & Decker**

Headquartered in the USA, Stanley Black & Decker (NYSE: [SWK](https://www.prnewswire.com/news-releases/stanleytechstars-accelerator-announces-class-of-2022-301482624.html?tc=eml_cleartime%22%20%5Cl%20%22financial-modal)) is the world's largest tool company operating nearly 50 manufacturing facilities across America and more than 100 worldwide. Guided by its purpose – for those who make the world – the company's more than 60,000 diverse and high-performing employees produce innovative, award-winning power tools, hand tools, storage, digital tool solutions, lifestyle products, outdoor products, engineered fasteners and other industrial equipment to support the world's makers, creators, tradespeople and builders. The company's iconic brands include DEWALT®, BLACK+DECKER®, CRAFTSMAN®, STANLEY®, CUB CADET®, HUSTLER® and TROY-BILT®. Recognized for its leadership in environmental, social and governance (ESG), Stanley Black & Decker strives to be a force for good in support of its communities, employees, customers and other stakeholders. To learn more visit: [www.stanleyblackanddecker.com](https://c212.net/c/link/?t=0&l=en&o=3443353-1&h=1099814559&u=http%3A%2F%2Fwww.stanleyblackanddecker.com%2F&a=www.stanleyblackanddecker.com%22%20%5Ct%20%22_blank).

**Social Media Posts**

We encourage you to post on social media about the Makers Grant and how you’re working to support skilled trades. Feel free to include photos and videos as well. We only ask for an opportunity to please review before anything goes out.

Be sure to tag Stanley Black & Decker at:

* Twitter: @StanleyBlkDeckr
* Instagram: @stanleyblackdecker
* Facebook: @stanleybblackanddecker
* LinkedIn: Stanley Black & Decker, Inc.

Hashtags: #MakersGrant, #ImpactChallenge, #EmpowerMakers

Stanley Black & Decker’s Global Impact Challenge webpage: EmpowerMakers.com

Example social media copy:

* Building the future! [Your Social Handle] is named one of @stanleyblackdecker’s Makers Grant recipients! To be among 91 organizations selected for our efforts to help close the trade skills gap is such an honor. Learn more about this amazing opportunity > {[LINK](http://empowermakers.com/)} #MakersGrant, #ImpactChallenge, #EmpowerMakers
* A win-win! What an honor to be named a recipient of @stanleyblackdecker’s #MakersGrant! Follow along as we build the future, close the trade skills gap and #EmpowerMakers this year! Explore this amazing opportunity > {[LINK](http://empowermakers.com/)} #ImpactChallenge

Assets:

Makers grant assets are included.

**Frequently Asked Questions**

*Where should I send the press release?*

We encourage you to send a press release to your local media contacts, many of whom are interested in covering positive news right now. We would also suggest sharing some version of the release with your email lists or any other members of your organization who would appreciate your organization being supported in a direct way.

*What if local media would like to speak with a representative of Stanley Black & Decker?*

Please reach out to Laura Prugh at [laura.prugh@sbdinc.com](mailto:laura.prugh@sbdinc.com) to coordinate any media requests.

*I would like to say more about Stanley Black & Decker’s donation than what is in your approved language. How can I do that?*

Please reach out to Laura Prugh at [laura.prugh@sbdinc.com](mailto:laura.prugh@sbdinc.com) for a discussion – we want to hear from you! The language included in this kit is only a suggestion from Stanley Black & Decker’s perspective. We are more than happy to work with you on different language.

*What types of content do I need Laura’s approval on?*

We kindly ask for an opportunity to review any content you are planning to share externally that mentions or includes a picture of Stanley Black & Decker’s donation or Stanley Black & Decker’s logo. This includes press releases, social media, newsletters, printed materials, etc.

*Am I able to share more on social media or throughout the year about how we are using our Makers Grant?*

Absolutely! We’re looking forward to staying in touch, learning more about your efforts with the Makers Grant and seeing the ways in which your organization is empowering makers. Any social media content that pertains to your work with the Makers Grant, empowering makers and/or programs you’re initiating to help with closing the trade skills gap can be tagged with our handle, @stanleyblackdecker, as well as utilize the hashtags #MakersGrant, #ImpactChallenge and #EmpowerMakers. If you’d like to share progress, stories or other details directly, please reach out to [karen.price-ward@sbdinc.com](mailto:karen.price-ward@sbdinc.com).