

Getting publicity for your fundraising event



Firstly, thank you so much for choosing to support us!

We are always very grateful to everyone who chooses to fundraise for us and we will do what we can to ensure your experience is a positive and rewarding one.

When individuals/groups contact media with their own fundraising challenges, it has a better effect – it stands out more to a busy newsdesk and becomes a human interest story!

Therefore we encourage you to contact local media outlets individually, as an excellent way to promote your fantastic fundraising.

Remember that these days – media does not just mean printed newspapers. Think about online channels, such as sharing on social media platforms, local Facebook groups and pages, and radio too.

You can also use your friends, family, colleagues and local contacts to help you spread the word about your amazing event.

Where possible, we may be able to feature your event on our own social media channels such as Facebook and Twitter, but we cannot promise this.

Here are some simple tips on how to write a short new release about your amazing challenge or fundraising event.

1: Write a short, clear headline to tell media what the story is about : for example, Harrogate man's marathon challenge for local hospice charity

While it's tempting to get creative with a headline, journalists usually write their own headline suitable for their publication. The most important thing is to grab their attention in the first place.

2. Think about your press release as an inverted pyramid. You need to get the important stuff at the top. If they have to cut your story, they may cut from bottom up.

Every press release should answer the six W questions – **who, what, where, when, why and how.**

Do keep it short and to the point; news teams are very busy and if they want more details, they will contact you.

Think about adding a photo to catch the journalist's eye and bring the press release to life. Ideally this a picture of you facing the camera, without sunglasses or a hat obscuring your face. If you can wear a Saint Michael's T-shirt or have a poster for this photo, it would be very much appreciated!

3: The first paragraph should sum up the entire story in one or two sentences and it is helpful to write in the third person.

For example: A Harrogate man is taking on the running challenge of a lifetime, to raise funds for his local hospice care charity.

4: Second paragraph puts story in context – why it's important.

On Saturday May 1, Joe Brown will be attempting to run 100 miles in just 12 hours. He'll start his challenge at the Valley Gardens and will finish at xxxx

5: Third paragraph presents details – who's involved, how it came about, etc.

Joe, a taxi driver from Knaresborough, decided to support Saint Michael's Hospice in memory of his mum, Sue, who was cared for by the charity before her in death in 2018.

6: Fourth paragraph could include a relevant quote to add information, and human interest

Joe said: "This challenge means a lot to me, as my mum and I used to run together. Now I want to raise as much money as possible for Saint Michael's to give something back, after the amazing care they gave my mum....

"It will be tough, but I have been training hard and I know I can do this".

7: Fifth paragraph shows where people can find more details, get involved, etc.

Joe would love as many people as possible to help him reach his fundraising target of £1,000. You can find his fundraising page at xxxx. He is very grateful to all those who have sponsored him so far.

8: Finish off with details such as dates, times, location of your event, and if relevant, how people can contact you to buy tickets/donate items. This only needs to be brief, and should be the details you'd like to see in print. Fuller details can go in 'notes to editors', below.

end your press release with **#Ends#** and then include any other information in:

Notes to editors

1. Tell the editor who to contact for more information about you, your challenge or event. Include your mobile, landline and email if possible.
2. You should also state whether you have photos/video available – for example if your event has happened already. Videos taken on a phone are increasingly popular for local media – do make sure for both pictures or video, you have full consent of anyone else in the image!
- 3: You can include some key messages about Saint Michael's. If in doubt, feel free to contact Lucy Turner E: Lturner@saintmichaelshospice.org, who can provide you with any extra information, such as how the money raised could help.

Key messages about Saint Michael's which you can include.

- Saint Michael's is a Harrogate-based hospice care charity offering support to people living with terminal illness, and their families, as well as people living with bereavement.
- The charity, based at Crimple House, on Hornbeam Park, supports people in their own homes, in the community and at its hospice.
- Saint Michael's needs to raise almost £6million each year to provide these services and the majority of the funding comes thanks to the support and generosity of the local community.
- **North Yorkshire Hospice Care is a registered charity in England and Wales (518905) with a family of services operating as Herriot Hospice Homecare, Just 'B', Saint Michael's Hospice and Talking Spaces.**
- **North Yorkshire Hospice Care is a company limited by guarantee, registered in England and Wales (2121179). Registered address Crimple House, Hornbeam Park Avenue, Harrogate, HG2 8NA**

Some places to contact:

Harrogate Advertiser: T: 01423 594823

E: news@harrogateadvertiser.co.uk

- **Reporter (Harrogate/Knaresborough/Nidderdale)**
- Brogan Maguire
- Phone: 07841 737354
- Email: brogan.maguire@jpimedia.co.uk

Stray Ferret:

<https://thestrayerret.co.uk/contact-us/>

Editorial: T: (01423) 276197

E: contact@thestrayerret.co.uk

Harrogate Informer:

news@harrogate-news.co.uk

YourHarrogate:

news@harrogate-news.co.uk

T: (01423) 740993

Greatest Hits Radio Harrogate:

T: 0333 20 20 402

Thanks again for your amazing support – and do contact us if you need further support or materials. E: Supportercare@saintmichaelshospice.org

