

SHOUT ABOUT YOUR FUNDRAISING!

GET IN TOUCH WITH YOUR LOCAL PAPER OR RADIO STATION



Newspapers love local stories about local people so get in touch with them to see if they're interested in your story. A quick search online will give you all the contact details you need for media outlets in your area.

WRITE A PRESS RELEASE

Write a press release and send to the local media. Use our press release template and remember to keep it concise and accurate. Think of a unique angle, what makes your story stand out? Is there an inspiring or emotional reason behind your fundraising? Include all of the key information and don't forget that a picture can paint a thousand words so if you have a good one, include it.

USE SOCIAL MEDIA

Set up a Twitter or Facebook page to publicise your event. Post regular updates and pictures to keep people informed of what you're up to. Include a link to your online fundraising page if you have one and explain to potential supporters how they can help. Don't be disheartened if it doesn't instantly take off, these things take a while, stay with it. On Twitter tag us at @GNairambulance and post to our Facebook wall. We'll interact or share with our connections.

PRESS RELEASE

HEADLINE IN CAPITALS

Keep your headline short, snappy and to the point.

FIRST SENTENCE

This is the most important sentence as it is vital that you gain the reporter's attention. Keep it concise, less than 30 words if possible, but cover the key points of the story.

FOLLOWING PARAGRAPHS

Include the five "W's" - Who? What? When? Where? Why? Make your points in order of importance and spell out the facts. The second paragraph should elaborate on the first. You are telling a story, so you must give the full picture but make sure you don't write a novel as you will lose the reporter's interest.

INCLUDE QUOTES

Include a direct quote from the most relevant person involved to humanise the story. Keep the quote brief and interesting. If writing a quote for somebody else, get their approval before using it and remember to give their full name and job title.

CONTINUED

At the end, insert a call to action or plug, e.g. "To donate visit [justgiving.com/jamiesGNR](https://www.justgiving.com/jamiesGNR)"

ENDS

Use the word 'ENDS' at the bottom of your story to make it clear that the press release has ended.

CONTACT

Give names and telephone numbers of people a reporter can contact for further information.

NOTES TO EDITORS

This is your last chance to provide the reporter with a bit of background information. It's typically information that doesn't belong in the story but that lets the reporter know a little bit more about who you are, what your company does etc.