

GET THE

WORD OUT!

THE
BRAIN
TUMOUR
CHARITY

A guide to media coverage for fundraisers

Never underestimate the power of media coverage for raising awareness of your fundraising!

Journalists are keen to know what's happening in their area, so will look out for compelling stories and local events.

WHY SHARE YOUR STORY?

Sharing your story in the media raises awareness of The Brain Tumour Charity and the need to accelerate a cure for brain tumours.

It also creates a stronger foundation for your event – more people may attend or choose to donate.

LOOK AT YOUR LOCAL MEDIA

Which news items are interesting and why? Articles about personal or interesting stories and key local figures/celebrities are often the ones that local media will be more inclined to use. If you're happy to do so, sharing your personal story and why you've chosen to fundraise for The Brain Tumour Charity can make your story more interesting to the media.

WHERE SHOULD YOU TARGET?

- Local radio – try your nearest BBC and other local and commercial stations.
- Local magazines and newspapers – don't forget parish newsletters.
- Social media pages for your local papers, media and community groups.
- Your company's website, newsletter and intranet.

PRESS RELEASES

A press release is an easy way of telling a journalist your story and allows you to provide them with all the information they need to know.

Getting started

Aim to send a press release out at least one week in advance of the event, and follow up with a separate post-event release as soon as possible after the event has taken place.

- Find out who to send the press release to. You can phone before and ask the name of the relevant person and their email and telephone number.
- Be proactive – approach a number of different publications.
- Keep a record of where you sent the press release and let The Brain Tumour Charity's PR team know if you get any coverage by emailing pressoffice@thebraintumourcharity.org

Press release templates are available to download from our website: thebraintumourcharity.org/get-involved/resources-fundraisers

Writing your press release

Use one of our press release templates, which will guide you through the information and statistics you need to include.

- Include an eye-catching photograph and let the journalist know you can provide more (if you're able to).
- Cover the who, what, where, when, why and how.
- Focus on a key message, such as your fundraising activity, and make sure this is clearly stated at the beginning.
- Include relevant quotes (which can be from you) about why you're fundraising and what it means to you.
- If it's a weekly or monthly publication, do check the day and time of their deadlines.
- Proofread your press release and check there aren't any spelling mistakes or grammar errors.
- Try to keep your press release to one page if possible.
- Provide your contact details for the journalist.

TAKING A GREAT PHOTOGRAPH

A picture is worth a thousand words, and this is certainly true for the work of a charity! Sending in a photo with your press release increases its chances of being published.

Photos can be action shots, a team shot or even a celebration at the end of a fundraising challenge.

- Know your subject – does the image reflect the press release?
- Make sure your photo is in focus, and is taken close enough to identify the people in it and what's happening.
- Who's who? In the caption, include a left-to-right description of who is in the image and, if appropriate, where and when the image was taken.
- Be sure you have permission to publish the photos if they're not yours.
- Have you got consent of the people in the photo to use it in a press release? Some people prefer not to be featured in publicity so do be sure to get permission. This can be done verbally at the event.
- When photographing children, please be certain that their parents or guardians are aware that you're taking their picture and where it will be going. They have the right to ask you to delete it if you've taken it without permission.
- Think branding – don't forget to wear our charity top or have a banner in the picture, as this will help raise awareness of The Charity.
- The subjects are in the right place, the branding is right, but what about the background? Keep it as clear and relevant to the story as possible.

thebraintumourcharity.org