Getting media coverage
Guide for fundraisers

Media coverage can be a great way to raise awareness of your fundraising efforts. Journalists are often keen to know what is happening in their area, and so will look out for compelling stories and local events.

We've shared some tips below to help you get coverage of your fundraiser.



Look at your local media

Which news items are interesting and why? Articles about personal battles, interesting stories and key local figures/ celebrities are often the ones that local media will be more inclined to use. If you are happy to do so, sharing your personal story and why you have chosen to fundraise for Place2Be 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
- Social media pages for your local papers, media and community groups
- Your company's website, newsletter and intranet



Write a compelling press release

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.

Our template press releases will help you write an effective press release to share your story:

- Template press release for sporty challenges like runs, walks and cycles
- Template press release for holding fundraising events in your community e.g. a bake sale, quiz or ball
- Template press release if your school or organisation has chosen us as your Charity of the Year

If you have trouble accessing these templates, please email events@place2be.org.uk





Send your press release

We recommend sending a press release out at least a week in advance of the event.

- 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, or you could email the publications news desk email address (which can usually be found on their website).
- Be proactive – approach multiple publications.
- We usually find it works best when we put the press release as the body of the email (not as an attachment).
- Journalists get many emails, so you want yours to stand out. Make sure your subject line summarises the main point of your press release in a concise, informative way, e.g. 'Local woman climbs Mount Everest to support children's mental health'. The suggested headline of the press release often works well for a subject line.
- Keep a record of where you sent the press release and let Place2Be know if you get any coverage by emailing events@place2be.org.uk
- Include an eye-catching photo and let the journalist know you can provide more (if you are able to). See our tips for taking a great photo below.

Tips for taking a great photo

Sending in a photo with your press release increases its chance of being published. Photos can be action shots, a team shot, or even a celebration at the end of a fundraising challenge.

- Make sure your photo is in focus, and is taken close enough to identify the people in it and what is 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.
- Ask the people in your photo for consent to use the image as some people prefer not to be featured (if you have children in your photos, please ask their parent or guardian), and do get permission to publish the photos if they are not yours.
- Think branding - don't forget to wear your Place2Be top or have a banner in the picture, as this will help to raise awareness of Place2Be.
- Everyone is in the right place, the branding is right but what about the background? Keep it as clear and as relevant to the story as possible.

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