

## Hitting the headlines with your fundraising

To help give your fundraising a boost, we've provided you with a template press release to send to your local paper. Local press like to hear about people in the community doing their bit for charity, and getting your fundraising covered in your local paper really helps raise awareness of the charity and could encourage even more people to sponsor you!

Check out the handy tips below to increase your chances of getting your story in the paper.

### How to use the template press release:

- Simply fill in your details on the press release, using the examples (written on the press release in purple) as a guide. Make sure you delete all the instructions when you're done!
- Call your local paper and ask to speak to the news desk – they will be able to tell you who to email the press release to.
- Send your press release, along with a photo of you (see tips below). A great photo can really make a story.
- Follow up with another phone call a couple of days later – don't be shy!

### Taking a great photo:

- Your photo needs to be print quality – this means between 1MB and 4MB, or 300dpi. If in doubt, set your camera to its highest setting and avoid using a flash.
- Tell the story and show exactly what your fundraising challenge is i.e. you on your bike (if a cycle challenge)
- Make sure you're in the foreground and preferably centred. Brightly lit (eg outside in the garden or park) and brightly coloured photos work well.
- If you're outside, make sure the sun is behind the person taking the photograph.