

Publicise your event

So now that you have a great fundraising event planned - the next thing to do is shout about it!

Here's a list of ideas to help you spread the word:

- Design a poster advertising the event and ask your local shops, libraries, schools, sports centres, other local businesses and workplaces to display it. Also take this opportunity to ask if they would like to get involved.
- Perhaps your employer would like to support the event by advertising your activities on the company Intranet.
- Utilise the Internet and compose an interesting and personal email to send to your friends and ask them to forward it on to anyone that might be interested.
- Get your local newspaper and radio station behind you.
- If you are training for a sponsored walk or run, why not design a T-shirt to wear advertising the event.
- Email Michael on -----@-----.com with a short description of your event, together with your contact details and we will add it to our [What's on Locally](#) page.

Please include our charity number - 1105230 on all publicity

How to approach your local press

Appearing in your local paper or on your local radio station can help you maximise the number of people who will support your event. To help you with this, we have put together some tips on how to contact the press and how to put together a press release.

Newspapers

It is best to contact the news desk or the editorial team, explain what you are doing and ask if you could send them a press release about it. Ask for the name of a journalist who handles such stories to whom you can address your release.

(See Sample press release below)

You should try to call your contact within a few days to confirm they received your information and ask if they are interested in writing about your event.

Radio stations

Local radio stations are a great medium for publicising your event. Again, give them a call and ask for the news desk and then send them your press release inviting them to contact you. If you know the name of a programme host whose show features this sort of news, address your release to them. Again, try to call your contact within a few days to confirm they received your information and ask if they are interested in covering your event.

You may be nervous about appearing on radio, try not to be, you will find that the station staff will put you at ease.

sample Press Release

Date:

Contact name:

Contact number:

FAO: NEWS DESK

LOCAL WOMAN /MAN /GROUP HOLD FOR THE NATIONAL SOCIETY FOR CHILDREN AND FAMILY CONTACT

Local woman, Amy Cornish of London will be to raise money for the NSCFC, the registered charity which was founded to promote the continuation of the nuclear family following separation or divorce and to offer information and support to all members of the family when considering the best interest of any children involved. To raise money, Amy has organised a on (*date*) at (*location*) starting at (*time*).

Amy Cornish said of her challenge:

"I have chosen to support the National Society for Children and Family Contact by because....."

Michael Ellis, Chairman of the NSCFC said:

"We are delighted that Amy Cornish is organising this event for The National Society for Children and Family Contact. Every contribution makes a difference and funds raised will go towards ensuring that the NSCFC can continue to offer vital support to all members of the family following separation or divorce"

For any concerns regarding children and family contact please call our helpline on **08707 668 596** or visit www.nscfc.com

- Ends -

Notes to Editor

- Amy Cornish is available for interview.
- The National Society for Children and Family Contact is working to make a difference in the lives of people affected by separation or divorce. We provide accurate, easy to understand information as well as practical and emotional support. We are the leading charity working across the UK to provide these services. Every year we help hundreds of parents, grandparents and family members through our website, helpline, publications, all of which are offered free. We are committed to campaigning for better treatment and support for parents and children following separation or divorce.
- Anyone with questions or concerns regarding contact with their children following separation or divorce can get free, confidential support and information from the NSCFC's helpline on **08707 668 596** or by visiting www.nscfc.com