

# #talktotom

suicide prevention & awareness (0818) 30 30 61

## FUNDRAISING GUIDELINES

### Top tips to make your fundraiser a success!

- **Set a fundraising goal:** Having a target to reach is a great motivator to you and anyone helping you to help reach your goal! There is no minimum amount you must raise.
- **Shout it from the rooftop:** Tell everyone you know about your fundraiser; by phone, by email, across your social media profiles. Advertise your event with the poster included in your sponsorship pack in your local shop, post office or pub. Remember to tell everyone the valuable work that Talk To Tom does! The more people know the more they will give!
- **Follow up:** Remind your friends who have committed to donate and keep them updated on your progress. Make sure you thank everyone for their donation and send polite reminders to those people after the event who pledged sponsorship.
- **Matched gifts:** Find out if your company or workplace has a matching gift scheme, they may be able to double your fundraising total!
- **Don't be afraid to ask:** A lot of people aren't comfortable asking their friends, family and colleagues for money. But with a worryingly high Suicide and self harm rate in Ireland they would like Talk To Tom to be able to help if they ever need them! Don't hesitate to tell them your reason for supporting our work and ask for a donation - any amount will do. And remember, the worst thing anyone can do is say no.

## **Tell your story to get more attention!**

Getting the local press to publicise your event can be a great way of adding to your fundraising total. The more emotion and feeling you put into your event, the more interesting it will be to the media.

## **Media relations and publicity guide - Public Relations — getting started**

### **What's the story?**

Sending a press release to the media is the first step to getting your story publicised, however before you even begin to write your release, you need to think about what you want to say.

Local newspaper and radio stations want to know about what's happening in their area, but they're also very busy and get lots of information sent to them each day.

To maximise your chances of getting coverage think about your 'news angle'. Is there anything about your event, or the people taking part, that could capture a reader's attention if they saw it in their local paper? Why is it relevant to them? Why would they want to read on? Is there something unusual or quirky about a team or theme? Does it have an 'X' factor? Is it a first, a last, the biggest, the smallest, the oldest, the youngest etc.

Try answering the question 'So what?' to help you get to the heart of the story! And remember, people want to read about people! So if you have an interesting, inspiring or emotional story —tell them!

Often a good way of getting some media coverage is to offer media a chance to interview a local person. A human interest story is always more interesting than a press release and can be used to get your message out there.

### **Who to contact?**

**Buy the papers** – often reporters' names and contact numbers are published inside. Look at the paper online - most sites give contact numbers and details of areas they cover.

**Listen to your local radio stations** – this will give you an idea of the kinds of stories or information they carry. Most will also have a website with details on the presenters and how to get in touch.

**Who else should you tell?** - Local sports organisations, Local community groups, Local TD's and councillors, Chair of town council, Schools or youth organisations, Other relevant NGO's in your community

### **Some Tips To Remember!**

Do your homework and find out the deadlines for your local newspaper. Local press usually like to have at least a week's notice as they tend to keep a diary of events. This is particularly important if you want to ask a photographer to attend!

Be efficient, make it easy for them to use your story A useful website to find out about your local media is [www.medialive2.com](http://www.medialive2.com)

If you have any further questions please ask your contact at Talk To Tom and we will try to help.

After you have issued your press release if you haven't had any coverage you may think about doing some follow up.

When following up be careful not to become a pest. A good strategy is often to revisit your release and ask yourself; was it relevant? Did you send it to the right person? Did you include an accurate header? Is there anything else you can offer them (interview etc.)? If the answer is yes, call the journalist and tell them about your story, ask them are they interested or can they cover this. This may be enough to bring the story to their attention or they may have some valuable feedback.

### **Photography (a picture paints a thousand words...)**

A good picture opportunity will really help your story. Look at the kind of photographs your local papers use so you get a flavour of the kinds of pictures they might want from you. If you want to invite a photographer from your local paper to your photocall or event, you could include a 'photocall notice' in your press release.

You need to include clear, specific information including Time and Date, Location (be specific and include the postcode if possible) and What the picture will be (it helps if you can describe it ) and Contact Details (include a telephone number of someone who will be at the photocall).

If the photographer can't attend, you can take pictures yourself and email them to the paper. If you want to send pictures, email them in 'jpeg' format. Try not to send more than two at a time as it can jam the reporter's inbox.

Most good press pictures have the following in common:

They tell the story without words - They capture your attention - They are animated

## **Press release guide**

A press release is a written communication directed at members of the media for the purpose of announcing something newsworthy. A typical press release would be one typed page and would rarely be any longer than two. Every press release should contain the following elements;

- (1) The word 'press release' or 'news release'
- (2) A date
- (3) A headline that describes the release and attracts the interest of the journalist
- (4) The body copy. The main part of the release (four or five paragraphs).
- (5) The word 'ENDS' is generally used at the end of the body copy
- (6) For further information please contact - this includes your name and contact details
- (7) Note or Notes to the Editor: Any additional information they may be interested in.

## **And Remember!**

- Try to tell your story 'in a nutshell' in the first paragraph or introduction
- Answer all the important questions - Who, Why, What, When, Where and How
- Keep it short! Aim for 2-3 sentences per paragraph and don't use more than two pages
- Write in the third person e.g. "Nifty Fifties Group launched their Positive Ageing campaign"
- Include quotes from one or two people involved
- Get the details right!

- Include full names, ages, and areas people come from.
- Always check the spelling of any names
- Always include your contact number at the end so the reporter can call you
- If you want to send a press release, use email.
- It's a good idea to paste your press release into the body of the email because reporters sometimes have technical problems opening attachments
- Write a simple headline for your press release (don't worry about conjuring up puns!) and put it in the 'subject' box
- We will help you if you need us

## Sample Press Release

### **PLEASE READ AND THEN DELETE THIS BOX**

This is a template press release to help you generate publicity for your event. You need to add your specific details and, where appropriate, change the press release to suit your particular circumstances. Once you've made the changes, please print it and read it through to check that it makes sense.

#### **How to use this press release template**

**Step 1.** Save this template onto your computer

**Step 2.** (Red brackets): Put your specific information in the area indicated by the red brackets. Then delete the instructions and brackets and change the colour of the text to black.

**Step 3.** Print and read your press release to check it makes sense. Then send it, by email, to your local paper. It's a good idea to copy it into the main body of the email, rather than sending it as an attachment.

[ENDS]