

PR GUIDE

How to promote your fundraiser

Whether you've signed-up to run a marathon, host a charity bake sale, or organise a concert your fundraising success will depend on how widely you can spread the word about what you're doing. The more people that know the more money you are likely to raise.

Here's a few tips to help turn your great idea into a fundraising triumph. Follow this simple guide to help build an audience for your show, find consumers for your cakes, or sponsors for your skydive. You're doing something amazing so why not shout about it!



Start spreading the news



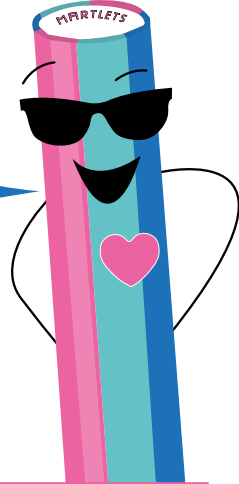
How Martlets can help you

It always makes us smile when we see our fundraisers hold a successful event or reach a sponsorship target for their challenge. We really want you to succeed so here's how Martlets can help promote your fundraiser...

Once you give us consent to share your fundraising event we could:

- add it onto the [Whats On](#) page of our website.
- include details in our email newsletter which goes out every week to all staff.
- put your posters up in Martlets offices and, if possible, include flyers in our shops
- promote via Martlets social media near to the event date when our campaign schedules allow.

**CHECK OUT
our fundraiser
toolkit online for
posters, invites,
templates and
resources to help
promote your
event.**
[martlets.org.uk/
fundraising-toolkit](http://martlets.org.uk/fundraising-toolkit)



LOCAL MEDIA CONTACTS

Before you start to promote your fundraising it's worth getting hold of a copy of the newspaper or publication you plan to target to find out the best editor to direct your story towards. It'll give you a sense of how they write and the types of story that might appeal to them. We advise keeping it local - even an article in your local community newsletter is a good place to start.

The Argus

01273 021400

news@theargus.co.uk

Brighton & Hove News

01273 530829

editor@brightonandhovenews.org

Sussex Express

01273 480601

sussex.express@ipress.co.uk

BBC Radio Sussex

01273 320428

sussexnews@bbc.co.uk



Martlets
life-changing hospice care

If you need a Martlets logo for your poster or webpage email fundraising@martlets.org.uk

More local media contacts and advice on writing press releases and giving radio and TV interviews is available through Brighton & Hove Resource Centre for community groups at resourcecentre.org.uk/information/local-media-contacts/

For the latest events visit martlets.org.uk/whats-on/

How to write a press release

BEFORE YOU BEGIN WRITING

Be clear on what you want to say

See if you can summarise what you want to tell everyone in just one sentence. Keeping things as simple as possible will make your message clear and easy to understand.

Know the facts

Check and double check dates, times, locations and contact details. Make sure these are included in your press release.

Who is going to be your spokesperson?

Most press releases include a quote towards the end; so have a think about who this might be. If there are time restraints then you could always write the quote for them but check that they are happy to put their name to your words.

Is your story interesting?

Look for a 'hook' - what is it that makes your story stand out? Making it personal might help - what is your motivation for taking on this challenge or organising your fundraising event? If it's interesting to write then chances are it will be interesting to read.

Do you have a suitable image?

A colourful, fun or interesting image will give your press release an edge over others competing for space in the news columns. If your photo includes children or dogs then that's better still!

Know your audience

Have a clear understanding of who you want to speak to. What interests them, which publications do they read, what influences them? Knowing who you are writing for helps with the language you use and how you structure your release.

WRITING YOUR PRESS RELEASE

The headline comes last

Write your headline AFTER you've finished your press release, otherwise it can restrict your writing.

Think of a triangle

Ideally a press release should be written so that it starts with the essential information and expands as it gets longer. The idea is that your release can be cut at the end of any paragraph and it will still make sense to the reader.

Get the 'need to know' info in first

Your first paragraph should include the name of the event, that you are fundraising for, the date, time and place.

Be engaging

Write in a way that will draw your reader in and get them interested from the first paragraph. Make your story accessible and watch out for jargon that could be a barrier to your reader's understanding.

Short paragraphs

Paragraphs for a press release should be two sentences long, three at a stretch. This is because when news is printed in columns long paragraphs look untidy.

One page only

Keep your press releases short, sharp and to the point. Rambling on for several pages will lose your reader and is likely to be cut by an editor anyway.

Spellcheck

Check spellings; especially people's names and get a friend to proof read it.

Have fun and be creative

If your press release is fun to write it will definitely be more interesting to read.

Or [email us](#) to let us know about your fundraiser

How to promote on social media

Choosing the right platform

Facebook is popular with our audience and has features to help you promote your event.

Instagram and **TikTok** are popular with a younger audience and posts perform well with pictures and videos.

LinkedIn and **X (formerly Twitter)** are good to reach a business audience and allows for people to easily share your event

Join **Martlets on Strava**. It's great if you're doing a walking, running or cycling challenge as you can share your training progress to your JustGiving page and other social media channels to keep your sponsors updated.

strava.com/clubs/martlets-hospice-978272

TAG US in your social media:

Facebook & LinkedIn: @Martlets Hospice

Instagram & X: @martletshospice

UPDATE AND SHARE

Update your supporters often and make regular posts to help you reach a new audience. This could be a picture of you training, a video of you baking, or an update on meeting your target.

Share your story to tell people why you are fundraising and help them understand why Martlets is important to you.

Post at least once a week about your event or challenge and even more in the days just before the event and on the day.

Keep your tone of voice engaging and friendly and make sure the key information is clear and easy to understand.



Using social media features

Post with a photo, graphic or poster to help the post stand out. Text only posts can get lost in the feed.

Use Facebook events to create an event page to sell tickets, update audience and track how many people are interested.

Share your fundraiser in local Facebook groups and our Martlets supporter group. Posts to online groups are more widely seen and tend to have an active and engaged audience.

Use stories on Instagram and Facebook to document your fundraising journey and link to your donation or tickets page.



You can join **#TeamMartlets Facebook Supporters Page** to share your event or challenge.

facebook.com/groups/martletssupporters