

HOW TO GET GREAT PUBLICITY FOR ACTIONAID

Good press coverage helps explain why it's important to raise money for a charity's work and can be crucial in the battle to raise much-needed funds.

The key is that your story is newsworthy enough to be noticed by your local weekly and/or regional daily paper.

USEFUL TIPS & IDEAS

Send a letter to the Editor.

The letters pages of local papers always make popular reading and, if printed, your letter will be an excellent way of attracting sponsorship and publicising ActionAid's work.

Local papers are always interested in what people who are local are up to... and they're always after local news so there is a good chance that your letter will be printed. Once you know how much you've raised, why not send a thank-you letter in the same way. People like follow up stories.

Call your local weekly or daily regional paper's sports or news desk.

Whether you're dressing up in a silly outfit, running with your family, if you are an older or younger runner, getting married or running three-legged (the list is endless) the paper is more likely to be interested. Eye-catching pictures are always a winner. There's a chance that they may want to photograph you, but as a back up make sure you get someone you know to take photos, too.

Have the info at your fingertips!

Tell the papers how long you hope to take to complete the run and how much you hope to raise. It's a good idea to have noted the details down along with some brief information on ActionAid before you phone. But remember, it's not a test – you can always offer to email any further details through afterwards.

Local radio – Your local radio may be interested in talking to you, too.

If you would like further help please contact the ActionAid press office – see contact details below.

Thanks very much for your support and the very best of luck.

Leslie Sinoway, Press Officer, ActionAid

Tel: 020 7561 7646 Fax: 020 7281 5146

Email: Leslie.Sinoway@actionaid.org



HOW TO WRITE A PRESS RELEASE

Press release – (insert date)

Local runner goes the extra mile for charity

1. In 50 to 100 words describe who is doing what, where, when and why...

A Townsville runner is getting ready to go the extra mile for charity as he prepares to run the world's biggest half marathon, the Great North Run on the 19th September 2010.

Danny Mazliah, 26, signed up to run the 13 mile race for ActionAid, an overseas development charity a couple of months ago. As the big day gets closer he's now stepping up his training.

However, before he can take his place at the starting line Danny hopes to raise at least £350 in sponsorship. Readers can support him at www.myactionaid.org.uk/name

2. Then add any other important information

For example: any fundraising events or some more info about the race.

3. Quote from you (it is important to include some further facts i.e. your occupation, something more personal about children)

Danny, a father-of-two, said: "I am looking forward to doing my bit for charity. The run will be hard work, but it's also a once in a life time opportunity to achieve something incredible and also make a real difference to the lives of people in the developing world at the same time."

4. Quote from ActionAid and treks info

Jennifer Fash, ActionAid fundraising spokesperson, said: "Running a half marathon is a massive challenge, both mentally and physically, testing people's endurance to the limit. But there is also no substitute to that feeling when you cross the line at the end. Add to the knowledge that you raised money for some of the world's poorest people and you have all the makings of an incredible experience."

More information is at www.actionaid.org.uk/running

5. Your contact numbers so journalists can give you a ring

6. Essential information to include at the end of your press release

For more information about ActionAid please contact The Media Team on 020 7561 7646.

ActionAid International works in Africa, Asia, Europe and the Americas to fight global poverty and tackle the injustice and inequity that cause it.

