

A guide to obtaining media coverage of your fundraising event

We've created this simple guide to help you obtain media coverage of your event. Coverage can be very helpful if you are selling tickets to an event or if you wish to appeal to the wider public, beyond your family and friends, for donations. It also helps to raise the profile of Womankind throughout the UK.

How do I find details of my local newspaper or radio station?

Most newspapers and radio stations have a website on which you can easily find the phone number and email address for 'editorial' or the 'newsdesk'. Sometimes, there will also be a specific correspondent that covers the area in which you live or where your event will be held. If you are unable to locate contact details please do get in touch with us and we can find these out for you.

If you decide to call, just explain you are a local resident of [insert name of area] and ask whether the fundraising event you are doing for Womankind would be of interest. If it is, ask for their email address and offer to send on further information.

It is always wise to have an email ready as in most cases the journalist will ask you to send the details over after your conversation and it is good to do this when the story is still fresh in their mind.

What do I need to include in my email?

It is important to be as clear and concise as possible as journalists are very busy and often working to tight deadlines. Remember to include your phone number in case the journalist needs to contact you quickly for more information.

The best way to send your story to a journalist is in a press release format. Please see the

example below. However, if you don't feel confident in doing it in this style, just make sure you include the answers to the following questions:

What are you doing to raise money for Womankind?

Why are you raising money for Womankind?

Who are you and in what area do you live?

If relevant, how can others get involved?

When is your fundraising event taking place?

Where is your fundraising event taking place?

Local newspapers are usually very happy to publish your Justgiving page so ensure you include this.

If you do decide to send your story in a press release format then make sure you include this in the body of an email rather than as a attachment. This is because it is easier for a journalist to quickly scan your email and avoids any potential problems they might have with opening your document, for instance if it is in a newer version of Word.

If you are sending your press release to more than one newspaper at the same time it is good practice to use BCC, rather than the TO or CC fields.

You can use the title of your press release as the subject heading of the email. Make sure this includes the name of the place where your event is or where you live so that journalist knows it is relevant before they even open it.

Images

Images really help to bring a story to life so make sure you offer to send these if you can. Each image would need to be in a jpeg format and around 1MB in size in order to be of a high enough quality to print.

If you have any questions about any of the above then please call us on 020 7549 0360 or email sofie@womankind.org.uk

Good luck and please do let us know about any coverage your event gets!

Thank you for your support.

Example email and press release

Dear [insert name of journalist if you have one],

Please find below details of a cycling challenge that I am taking part in along with my best friend Rebecca in June this year. We both live in Erdington. We are raising money for Womankind and wondered whether you might be interested in featuring this?

My number is 07xxx xxx xxx so please do feel free to call if you have any questions. I also have pictures of us in our Womankind t-shirts with our bikes if you would like me to send this over and can also send some photos after the event too.

If this is of interest it would be great if you can let me know.

Many thanks.

Best wishes,

Sally

PRESS RELEASE

June 15th, 2014

Best friends from Birmingham embark on a cycling challenge for women's rights charity

Sally Jones and Rebecca Russell from Erdington, Birmingham will cycle from London to Paris on July 5th, 2014 to raise funds for women's rights charity, Womankind.

The women will set off from Greenwich, Greater London and cover 275 miles over four days. They will travel through Kent, take the ferry to Calais and then cycle through beautiful French countryside before completing their journey at the iconic Eiffel Tower.

Sally, 31 and Rebecca, 32 haven't really cycled before but decided to sign up for this

trip as a new year's resolution to get fit. They then realised they could also raise money for a cause they both passionately believe in at the same time. Sally explains, "we've both supported previous Womankind campaigns that are fighting to stop violence against women across the world, and we have previously fundraised for them on a small scale too.

"After we decided to do this trip as part of our new year's resolution, we soon realised we couldn't miss the opportunity to also fundraise for Womankind. This will be quite tough for us physically so we are hoping people will give generously as well as joining us in supporting this cause, which we believe in so much."

Sally and Rebecca will now be training hard on weekends in the lead up to the event. If you would like to sponsor the women and support Womankind, you can do via their Justgiving page. [insert address]

Womankind Worldwide is an international women's human rights charity working to help women transform their lives in Africa, Asia and Latin America.

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For further information on Womankind and to obtain a quote, contact the press office on 020 7549 0360.

Notes to editor:

Womankind Worldwide is a UK women's rights and development charity working to help women and girls in Africa, Asia and Latin America transform their lives and their communities. Find out more at www.womankind.org.uk