



## **Your guide to media releases**

A great way to spread the word about your fundraising is to send out a media release. It can help raise awareness of your event or challenge and boost your sponsorship.

Keep your press release concise, around 500 words or one side of A4. Please send it to us to approve before it goes out.

### **Top Tips:**

#### **What are you doing?**

Start the media release with key details about what it is that you are doing and when you're doing it. Include a short paragraph about NAPA which you can get either from our website OR our Fundraising team.

#### **Why are you doing it?**

Give reasons why NAPA is important to you or has supported you to provide activity and engagement.

How much are you hoping to raise?

If you have a fundraising target, make sure you include this. You could also say how much sponsorship you've raised so far. Don't forget to include a link to your fundraising page if you have one.

#### **Anything else?**

A personal quote that could be used in the article. This might be why you decided to fundraise, or why NAPA is important to you.

Make sure you also include contact details.

#### **Photographs**

You could also send a nice clear photo of yourself preparing for the event. If other people are likely to be in the photos you will need their permission.

#### **Contacting local media**

Make a list of all the local media that you'd like to contact, local newspapers and magazines, radio and TV.

#### **Sending out your media release**

Send a copy by email or post to the news editor/news desk, and another copy to the journalist if you have a contact name.

Follow up your press release with a quick phone call.

## **Blogging and social media**

You might also want to write a personal blog about what you are doing for NAPA. Include social media links to your press release – Twitter and Facebook are a great way to share information with your supporters and the media.

## **Keep the momentum going**

Make sure you send a follow up press release after your event or contact any journalists and let them know how everything went and how much you raised.

People are likely to donate up to 30 days after the event has taken place, send them media photos from the day.

## **Contact NAPA**

Let us know how you get on – you could be in with a chance of being our fundraiser of the month or even year! So keep us in the loop! Send us a copy of your press release and photos too!

Get in touch If you have any questions at all- [fundraising@napa-activities.co.uk](mailto:fundraising@napa-activities.co.uk)

If you're sending in your fundraising money send us an email so we know it is on its way.

