

Your guide to: press releases

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

Keep your press release concise, around 400 words or one side of A4 will be fine. Remember to send it to us to be double checked before you send it to the media (see reverse for contact details).

Here are some of our top tips.

What are you doing?

Start the press release with key details about what it is that you are doing – whether you're running a marathon or doing a skydive and when you're doing it.

Include a short paragraph about Carers UK which you can get either from our website at www.carersuk.org/about-us or by contacting our Fundraising team (see contact details on final page).

You might want to mention some details about any training or preparation that you're undertaking.

Why are you doing it?

Give your reasons why Carers UK is important to you – are you, or is someone you know a carer? How has Carers UK supported you?



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 to include?

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

Make sure you also include contact details at the end of your press release. If you're not able to respond to phone calls, have a contact who can speak on your behalf.

Photographs

You could also send a nice clear photo of you training or in a Carers UK t shirt/running vest or planning your event.

Don't assume that a journalist will take pictures – as part of your event planning make sure you find someone who is willing to be a dedicated photographer on the day. Discuss with them before the event what pictures you would like them to take – it's good to have a selection to remember the day, and also for any follow up media and thank yous.

If any children are likely to be in the photos you will need permission from parents/guardians.

Contacting local media

Start by making a list of all the local media that you'd like to contact – local newspapers and magazines, radio and TV. As well as covering your story they may have a "What's On" section that you could add your event to.

Most outlets publish news desk/ news editor contacts on their website. It can also be worth finding a contact name for a journalist. If you can't find the information you need online, make a quick call to the news desk.

When your press release is ready it's worth giving the news editor/journalist a call so that you can discuss your event – ask if you can send them the press release and a photograph.

Allow plenty of time ahead of your event for media to see your release – at the least a couple of weeks before the event.



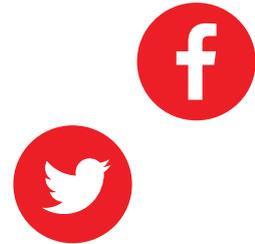
Sending out your press release

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're doing. If so, include a link in your press release – and make sure you let us have the link (see below for contact details)!

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, so ask if you can, send them media photos from the day and ask again if they can include your online fundraising address in their article.

And one last thing... don't forget to let us know and send us a copy of your press release and photos too!

Contact us

If you have any questions please email fundraising@carersuk.org or call us on **020 7378 4952**.

If you're sending in your fundraising money and paying in form or returning materials after a collection, please send them to the address below:

Fundraising team
Carers UK
20 Great Dover Street
London
SE1 4LX