

# How to... get your fundraising event in the news



# Top tips for getting your fundraising event in the news



**Journalists are always keen to hear what people in their local area are doing.**

Your local newspaper, radio station and websites might be interested in your fundraising activity, as well as the cause you care about, and your

personal connection to it. Sharing your story might encourage more people to donate or attend your event, and will also help promote Dementia UK. If you are keen to promote your fundraising through the media, we can help you.



Newspapers often prefer to run a story **after the event** as they can accompany it with nice photographs. Radio stations often prefer to tell people **what is going to happen** in their area soon. Websites can do both!



Most media are used to receiving stories as a 'press release'. This is a simple, one page document, pasted into the body of an email, telling them everything they need to know about your event. We have template press releases that you can use or customise. Please get in touch to request them.

If you would like to write your own press release, here are the key things to think about: **WHO, WHAT, WHY, WHERE, WHEN** and **HOW**. Keep your press release as short and to the point as possible, and make sure you get these essential points into the first two paragraphs.

### Consider:

- **Who** is attending?
- **What** is your fundraiser?
- **Why** are you holding the fundraiser?
- **Where** will it be held?
- **When** does the fundraiser take place?
- **How** did you make the fundraiser happen?



# Writing your own press release...

## 1. Headline

Think of a short headline that says what the event is, followed by a sub-headline saying why you are holding the event. Here's an example:



### **Beachside Community Group invite you to make Time for a Cuppa**

Tea party will raise money for specialist nurses to support families facing dementia



## 2. Structure

The opening paragraph of your press release should state what the event is, when, where, and how the event came to be (or how much money was raised, if after the event).

The second paragraph should talk in more detail about why you are holding the event, i.e. what Dementia UK is and what it means to you (as well as what happened and who attended, if after the event).

## 3. Quote

In your third paragraph, include a quote from you, or the event organiser if someone else, talking about the importance of fundraising for Dementia UK. Please get in touch with us if you would like to include a quote from Dementia UK about how we will use funds raised to provide specialist dementia nurses to care for families during the toughest times.



## 4. Images

Clear, good quality photos of your event will appeal greatly to newspapers. Include the names of everyone in the photo (and don't forget to get their permission before you share the images).



## 5. Notes to editors

It's helpful for journalists for you to offer more information if needed. Include something like: 'For more information or additional images, please contact XXX', with your details. Here's what we include at the end of our press releases:

### About Dementia UK

Dementia UK provides specialist dementia support for families through our Admiral Nurse service. If you've been affected by dementia or need advice, contact Dementia UK's Admiral Nurse Dementia Helpline on **0800 888 6678** or email **helpline@dementiauk.org**. The Helpline is staffed by experienced Admiral Nurses, and open seven days a week, 9am-9pm Monday-Friday, 9am-5pm at weekends.

### Other important things to include are:

- Is your event open to the public?
- Is there something special about it, like a venue of local significance, or a guest speaker, or it's your tenth such event...

Most news publications have a website with a 'contact us' section, which tells you how best to send in your news.

Don't forget to let us know about your fundraising too, if you haven't already!

### Remember social media too!

You can promote your event on social media platforms such as Facebook and Twitter. Lots of journalists are on Twitter, so you could tweet it to them, by including their twitter handle in your news.



# How your fundraising will help

**By choosing to raise money for Dementia UK, you will be making a difference to thousands of carers, families and people living with dementia.**

Dementia UK's Admiral Nurses provide the specialist dementia support that families need. When things get challenging or difficult, our nurses work alongside people with dementia, their families and carers: giving them one-to-one support, expert guidance and practical solutions.

The money you raise will help us provide more Admiral Nurses to the families that need them, in their communities, in hospitals, in hospices and taking calls on the Admiral Nurse Dementia Helpline.



To find out more visit [www.dementiauk.org](http://www.dementiauk.org)



**£150**

could pay for the telephone costs of 60 families calling our free Helpline whenever they need support.



# Richard and his mum Margaret

**“I’ll always be extremely grateful for the advice the Nurse gave me about my mum’s care and being able to talk through my concerns and worries about future arrangements was especially helpful.”**



Richard contacted the Helpline after his mum, Margaret, was diagnosed with Alzheimer’s disease.

## Any questions?

Get in touch with the fundraising team by calling

**020 8036 5440**

or emailing [fundraising@dementiauk.org](mailto:fundraising@dementiauk.org)



We receive no government funding and rely on voluntary donations, including gifts in Wills. For more information on how to support Dementia UK, please visit [www.dementiauk.org/donate](http://www.dementiauk.org/donate) or call **0300 365 5500**.



[www.dementiauk.org](http://www.dementiauk.org)

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Dementia UK is a registered charity in England and Wales (1039404) and Scotland (SCO47429)

