

Raise awareness of your event in your local media

One way you may like to generate some attention for your event is by contacting your local newspaper.

Here are some tips to help you along:

What makes a good media story?

- Local papers are interested in local stories, so make sure your event is on their patch
- Good human interest - consider your story as one the readers can identify with such as a tragedy, a triumph, heroes and humour
- Photo opportunity - consider how your story could be accompanied by a photograph

How do I contact the media?

- The easiest way to contact the media is by email or telephone
- Prepare a press release that can be emailed to the news desk of your local newspaper
- Check with the newspaper when they go to print then send your press release 7 to 10 days in advance
- Follow up with a phone call to ensure they receive the press release and you can provide any additional information

How to write your own Event Press Release

Press releases are a great way to tell the local media about your event. It must be clear and to the point so that journalists quickly understand the key points- what, why, where, when and who you are.

Follow these simple steps, and remember if you need anything, our Media Team is here to help!

Date at the top

Headline – This should be catchy and localised to capture attention, for example...

Blaenafon makes a good brew!

1st Paragraph

You need to say **who** you are, **what** the event is, **when** it is, **where** it's being held and **why** you want to fundraise for St David's Hospice Care

2nd Paragraph

Go into more detail about your event:

- How many people are you expecting?
- Have you chosen a theme for your event?
- Is it an annual event?
- How many people took part in the event last year?
- Do you know each other & how?
- How much money are you hoping to raise?
- Who can attend your event?

3rd Paragraph

You may like to include a quote from the organiser of the event in this section saying something along the lines of, "We are thrilled to be holding our very first Bake and Brew event at xxxx centre. The xxxx residents association have been baking all week and will have cakes and biscuits of every kind for sale. The money will go to St David's Hospice Care, a charity that helps families coping with terminal illnesses."

This is a good time idea to explain what St David's Hospice Care does and how the money raised from your event will make a difference. Also, mention any local projects or work that is happening in your area.

If you need to, split these paragraphs in half to give it a less cluttered feel.

Penultimate Paragraph

To finish up you can add a note of endorsement from St David's Hospice Care to support your activity. Contact our Fundraising Managers for a suitable quote on 01633 851051 or email fundraising@stdavidshospicecare.org

Final Paragraph

Signpost journalists and/or public for more information with this last paragraph. For more information please visit www.stdavidshospicecare.org or contact *Name of organiser or St David's Hospice Care.

Finish your press release with the 'Ends'

Contact Information

Insert your full name with telephone number and email.

Notes to Editors

Notes to editors is a standard paragraph at the end of the press release which supplies the journalist with references to content within the press release.

Below is a sample from St David's Hospice Care:

Notes to editors on St David's Hospice Care:

St David's Hospice Care provides free community-based hospice care to people with cancer or any other life threatening illness living within Caerphilly, Monmouthshire, Newport, Torfaen and in South and Mid Powys. Last year they cared for 940 patients and their families in Caerphilly/ 705 in Monmouthshire/ 777 in Newport/ 591 in Torfaen.

In addition to the four teams of Clinical Nurse Specialists, St. David's has a 'Hospice at Home' team of nurses and healthcare assistants who provide hands-on care and support. St David's also has a Rapid Response service to ensure that their patients can receive care very quickly should their condition deteriorate.

Further support is provided by their Family Support Team, comprising of social workers, welfare rights advisers, children's support worker, counsellors, bereavement support and complementary therapists. We have three Day Hospices, one near Pontypool, one in Ystrad Mynach and one in Brecon, as well as two Resource Centres, one in Caldicot and one in Monmouth. The fourth Day Hospice, which will be based in Newport, will be opening later this year.

St. David's Hospice Care provides patients with real choice about where they receive their care and where they spend their final days. Unfortunately, this does have financial implications for the Charity. It costs St. David's approximately £5.5 million each year to provide their services, and they receive less than 18% of their funding from the statutory sector. They have 30 charity shops, a weekly lottery and organise fundraising events which all contribute much needed funds.