

Spreading The Word

If you are fundraising or taking part in a sponsored event, getting publicity in local media will help attract the crowds and raise money and awareness.

Don't forget you can publicise your fundraising events through your local press, your own blog or Facebook/Twitter.



Create an online donation account to make it easier for people to give – Just Giving and Virgin Money both offer easy services



Before the event

- See if it's possible to get a local celebrity, MP or Mayor involved.
- Contact the news-desk of your local newspaper or radio station in advance of the event, let them know the 5Ws – Who, What, Where, When and Why. You can often find their contact details on their website, or inside the paper.
- Send a news release with a picture, or offer a pre-event photo opportunity to help them publicise the event in advance and give people the opportunity to sponsor you or make donations.
- Ask for your event to feature in any free listings or 'What's On' sections of local papers or council websites.
- Display posters in local shops, pubs, libraries, at work etc.
- Create a Facebook event and invite all of your friends. Ask them to share it with their friends.
- Create an online donation account to make it easier for people to give – Just Giving and Virgin Money both offer easy services.
- Tell everyone you know about the event and ask them to tell everyone they know.

On the day

- Hand out flyers to people walking by
- Make time for an interesting photo opportunity for journalists or take pictures yourself.

After the event

- If the media have not already covered your event, let them know how much money you raised and send them pictures if they did not actually attend.
- If you have already received coverage, write a letter to the editor of your local paper thanking them for the publicity and telling them how much you raised.



Example Press Release

Use this sample press release to help you write your own. Make sure you include all the details of the event but keep it to one page maximum. Include the 5Ws - who what, why, where and when.

Once you have sent your release off to local newspapers, radio stations and TV channels follow it up a couple of days later with a telephone call.

Local to **[describe your activity in as few words as possible]**

On **(date of event)**, **(your name)** from (town/city) will take part in a (what the event is) to raise money for World Animal Protection.

The (name of your event) is to take place at (insert name of venue) at (insert time). Proceeds from the event will go towards World Animal Protection's work to improve animals' lives across the world and protect them from cruelty and suffering.

(Your name) has decided to support World Animal Protection because (outline your reason here).

(Insert your name) is hoping that (his/her) efforts will allow insert name of your cause to quantify what your donation represents to the charity if you can, eg buy x amount of y, which will help z people.

To sponsor (insert your name), readers can donate online at (insert the URL of your online donation page).

(Insert your name) says: "Write something here that the media can use for direct quotes as if they had already interviewed you about your activity - e.g. "I'm hoping that the residents of [your town] will rally to support my [name of activity] because..." You could also thank any sponsors who have made the activity possible or any other volunteers who are helping you."

For further information please contact: (insert your name, number and email address)



Notes to Editors

About World Animal Protection

We are World Animal Protection.

We end the needless suffering of animals.

We influence decision makers to put animals on the global agenda.

We help the world see how important animals are to all of us.

We inspire people to change animals' lives for the better.

We move the world to protect animals.

Letters to editors

- Keep your letters to 150-200 words
- Make clear you are a local resident
- Explain the key details of your event: Who, What, Where, When and Where, and make it clear what other people can do to help
- Include your full name, address and phone number. Newspapers need these details in order to publish your letter, but they won't be published.
- Include a link to somewhere people can donate to you (like Just Giving) or to the World Animal Protection website so interested people can find out more.

Example Letter

Dear Sir,

I am writing to thank X residents for their help to prevent the spread of mega-dairies to the UK.

I recently held a tea party in support of World Animal Protection's Not in my Cuppa campaign which aims to prevent the industrialisation of milk production.

Mega-dairies are places where cows never have access to a blade of grass, and are little more than a cog in the heart of a factory farming operation. I, along with X residents of X who came to my event, think this is wrong.

We believe that dairy cows should be free to graze in fields, not kept in factories. Cows kept in mega-dairies are more likely to suffer from lameness, mastitis and disease. They have little or no access to open fields and experience round-the-clock milking.

If any X residents would like to support this campaign, I would urge them to donate here:
(insert a link to your donation page)

Alternatively, you can find out more about hosting your own Not in my Cuppa tea party by contacting World Animal Protection on 0800 316 9772 or email fundraising@worldanimalprotection.org.uk

Yours faithfully,

(Insert your name)



Finding and contacting your local paper

If you don't know who your local paper is, a quick Google search (your town/borough + news) should list the relevant outlets and websites.

The websites should list contact details (phone number/email address) for the paper.

'Contact us' is generally hidden at the foot of most newspapers' websites.

Ideally, you're looking for contacts marked 'Editorial'.

If you can't see anything specific, call the switchboard and ask to be put through to the news desk and ask them which email address to send your news to.



Need more advice?

Struggling to tailor your press release? Still not sure how best to contact your local media? Don't worry, you're not alone; please do contact us and we'll be more than happy to help you.

Email pressofficer@worldanimalprotection.org.uk for more information.