



How To Publicise Your Fund-raising Event

Social Networking

Facebook, Twitter and YouTube have revolutionised the way people fundraise and we are big fans!

Remember – the people most likely to donate are your friends, so social media is a great place to start publicising what you're doing.

Facebook

To spread the word about your fund-raising to your Facebook friends and beyond:

- Update your status with your Everyclick link or news about your fund-raising so that it appears on your friends' Facebook timelines.
- Ask friends to share or 'like' your status.
- Post photos or videos of your event or challenge on your wall and ask your friends to like them.
- 'Like' our Facebook page: www.facebook.com/pages/The-Island-N1-York/249392531799562

Twitter

Twitter is a great place to start telling everyone about your fund-raising.

Ask your friends to re-tweet you: if your tweets are interesting, enough news of what your doing could spread fast.

Make sure that you:

- Tell people what you're doing e.g. I'm climbing Mont Blanc for #theislandn1york in 2 days!
- Include a link to your Everyclick page – you can shorten the link by visiting bit.ly
- Include any photos or video to make your tweet more interesting
- Include 'please RT'

YouTube

Whether it's a face to camera personal message or your heroic attempts to train for a sponsored challenge to the Rocky soundtrack, an emotive or entertaining home video posted on YouTube is guaranteed to encourage donations.

This gives you the chance to be as creative and quirky as you like and to add your personal touch.

- Make a video and upload it to YouTube
- Keep it original and short. You can also upload this to your online fund-raising page so everyone can see what you are doing and why
- Post the links to this onto your Facebook page and talk about it in your Twitter feed
- Send a link to the video in e-mails sent out to all your contacts.

You never know, you might go viral!

Contacting your local press

Download our template press release – all you need to do is add the details of your event.

Send the press release to everyone you can think of in your local area at least four weeks before your event or activity. Don't forget to include local newspapers, radio stations and local regional magazines, especially those with a 'What's on' section.

The local press is a great way to publicise a charity event and to get the community involved. Local press are also often keen to feature stories on locals undertaking impressive challenges for charity, with a photo beforehand and a follow up story after.

Here are some useful e-mail addresses:

The York Press: newsdesk@thepress.co.uk / photographers@thepress.co.uk

BBC Radio York: northyorkshire.news@bbc.co.uk

One&Other: hello@oneandother.com

Your Local Link: info@yourlocallink.co.uk

The Handy Mag: info@thehandymag.co.uk