Top tips ...for promoting your fundraiser

About this guide
Contacting your local paper or radio station is a great way to get publicity for your fundraising and for the work of MCS. To help you, we’ve created a press release template with some tips on personalising your release and contacting your local press.

How to personalise your press release...

Give some background information on yourself, geared to your local area. Have you lived in the area all your life? Have you ever run/walked/swam/sailed this distance before, or done anything else to raise funds for charity? What are your interests and hobbies? Try to keep it simple but include things about yourself other people might find interesting.

If you are taking part in a sporting event, explain how your training effort is going. Are those early morning runs proving hard? Is that chocolate bar proving too tempting? Is running the marathon a lifetime ambition? Are you looking forward to the big event, or dreading it?

Explain, in quotes, that you are raising money for MCS, and explain why. Have you or your family experienced MCS work first hand, or do we have a particular project you support or take part in? If readers are going to sponsor you, you have to explain to them why they should be supporting a valuable cause.
How to go about sending it...

- It’s best to contact the news desk or editorial team first to explain what you’re doing and find out the right person to address your release to.

- Don’t forget to include a photo of yourself if you can, especially if you’ve got one of you in your running, cycling or training gear! If not, the newspaper may send a photographer to take a photo for you.

- You can send your press release to local newspapers, radio and television stations. If you don’t know the names of your local media organisations, or need help finding their contact details, you could try searching for them on the Media UK website [www.mediauk.com], or contact us here at MCS.

- Follow up with a phone call a few days later to check that they received it, when they might be able to cover your story and if they need any additional information. Press releases get lost on busy news desks, so it’s worth checking yours is top of the editor’s agenda!

If you’re stuck for inspiration, give us a call on 01989 566017 or email fundraising@mcsuk.org - we’d be delighted to help.

Good luck!