

Promoting your event



Have you got a story to tell?

Contacting your local press is a great way to get publicity for your fundraising efforts and also for the work that Breast Cancer Care does. Appearing in your local paper or on your local radio station can help you maximise the number of people who attend your event or, if you are doing a sponsored challenge, the number of people who offer you sponsorship. To help you with this, we have put together some tips on how to contact the press and also included a template press release.

How to approach your local newspapers

It's best to contact the news desk or the editorial team, explain what you are doing and ask if you could send them a press release about it. Ask for the name of a journalist who handles such stories so you can address your release to them. Over the page is a sample press release that you can use as a guideline.

How to approach a local radio station

Local radio stations are a great medium for publicising your event. Again, give them a call and ask for the news desk and then send them your press release inviting them to contact you. If you know the name of a programme host whose show features this sort of news, address your release to them. Again, try to call your contact within a few days to confirm they received your information and ask if they are interested in covering your event.

Other ways to promote your fundraising



On Facebook

- Update your Facebook status about your event and add your online fundraising page link.
- Set up an Event or Group to promote and invite friends.
- Use your online fundraising page Facebook application to encourage your friends to sponsor you.
- Post information about your event on our official page www.facebook.com/breastcancercare



On Twitter

- Tweet about your event, adding links to relevant webpages (including your online fundraising page).
- Ask your followers to retweet your links. This then reaches all of their followers too!
- Follow us at [@BCCare](https://twitter.com/BCCare) and we can retweet your messages.