

'How to' guide & press release template

Introduction:

At the bottom of this page is a template of a press release, which you can use as a guide to help you write your own. Simply add in the details of your fundraising activity, and change the parts highlighted in yellow by entering your own details and information.

We've included a few tips on how to write your press release, and how to get in touch with your local media. We hope this gives you a good idea of how to grab the local media's attention.

Writing your press release:

- Please complete the indicated sections highlighted in yellow in the press release. Be sure to remove the highlighted formatting from your final press release once you've finished writing it.
- If you are completing the template for a photo story, keep the designated photo section in at the top of your press release.
- There are some hypothetical examples to help you write your press release. Make sure you remove these from your press release before you send to the media.
- Your release should read like a news story in a newspaper. Write in the third person and avoid opinion except in direct quotes.
- Keep it to two sides of A4 at the most.
- Use Plain English, avoiding jargon. Use short, punchy sentences and paragraphs and try to make it as interesting as possible to the reader.
- At the bottom of your template is a section called notes to editors. This is where your contact details should be inserted so that journalists can get in touch with you if they're interested in your story, or have any questions.

Sending your press release:

- It is best to copy the text into the body of the email rather than sending a Word document, as journalists don't often open attachments. Put the heading of your release as the subject.
- If you have good quality images to offer to the media don't send these unsolicited. Journalists won't thank you for clogging up their inboxes with big file attachments! Let them know you have images if they want them. If they do, include names of those photographed from left to right.
- Familiarise yourself with your local media so you can work out where your story fits best.
- The website media.info/global provides a directory of newspapers, magazines, and TV and radio stations throughout the UK. It provides contact details and allows you to search by area. Most traditional media outlets will also have a website, so research these too.
- You could also follow-up with a phone call, after sending your press release.

Press release template: Pre Event

[Insert location] Co-op taking centre stage with festival fundraiser to improve mental wellbeing

[If applicable insert details here for photo opportunity AND/OR send your own high-quality photos with press release]

Photo opportunity: [Insert location] Co-op getting festival ready in store to highlight mental health fundraising efforts

Time/date: [Insert time when colleagues will be in fancy dress]

Contact: [insert store manager contact details so a photographer can be arranged]

Co-op colleagues in [insert location] are taking centre stage and getting into the festival spirit in the run up to the August bank holiday weekend (23rd-30th), to support charity partners Mind, SAMH (Scottish Association for Mental Health) and Inspire.

Colleagues will be hosting a [insert festival type e.g. music, food, community, fitness festival] on [insert date(s) of festival] to raise funds to help bring communities together and improve mental wellbeing across the UK. The charity partnership has raised £5.5 million since it began in October 2019.

[Insert this paragraph if applicable] Colleagues will be [insert what you're doing in relation to the festival type you've chosen e.g. donning their sparkly festival gear, warming up the BBQ, dusting off the coconut shy and hook a duck, challenging themselves to static row etc.] in store to help drive donations, start conversations and make as much noise about mental health as possible.

As part of its 'Co-operating for a fairer world' vision, Co-op want to build stronger and more resilient communities, with like-minded national charities and organisations, such as Mind, SAMH and Inspire. Having listened to its members, customers and colleagues, this includes supporting access to food, helping to improve mental wellbeing and provide opportunities for young people.

The [insert location] Co-op team are hoping that the local community will support them at their festival by donating or joining in [if applicable for community to join in, add in 1 or 2 sentences on how they can get involved e.g. face-painting, festival games, BBQ. If not applicable, remove.]

[Insert name], store manager at Co-op [insert store location], said: [Insert quote e.g. "We're looking forward to having fun and creating some memorable summer moments with colleagues and the community, by getting festival ready and hosting our very own [insert type of festival]. We've plenty of things planned on the day for everyone to try out or get involved in, including [insert examples of what's planned e.g. live music, face-painting, static rowing challenge]. We're really looking forward to the day, and it's a great chance to raise both awareness and funds to support mental wellbeing, which is a big part of our vision 'Co-operating for a fairer world'."

One in four people will experience a mental health problem in any given year, and the coronavirus pandemic has had a further impact on mental health in local communities. Research by Mind during the first lockdown revealed two thirds of people said their mental health had worsened during the pandemic, with many experiencing problems for the first time.

Paul Farmer, Chief Executive at Mind, said: "We're really grateful to [insert location] Co-op colleagues for embracing the festival spirit of this month's fundraising for the charity partnership, and helping to raise awareness on the issue of mental wellbeing.

“Even as we emerge from various lockdown restrictions it continues to be a challenging time and many of us will be feeling the lasting impact of the pandemic on our mental health and wellbeing, especially those of us with existing mental health problems. Now, more than ever, we need to ensure we are there for everyone who needs us.

“Thanks to Co-op colleagues and their energy and enthusiasm, they have raised an incredible £5.5 million, so far, for the charity partnership, which will help us to reach even more people in need of support, particularly in communities.

“We’re looking forward to seeing how the team choose to take centre stage and create their own festival atmosphere in store on [insert day/date e.g. Saturday] to hopefully raise even more money for better mental health.”

[OR for Scotland]

Billy Watson, Chief Executive at SAMH, said: “We’re incredibly grateful to [insert location] Co-op colleagues for getting completely stuck into this month’s fundraising for the charity partnership, and helping to raise awareness and support for Scotland’s mental health.

“This is a particularly challenging time for all of us and the pandemic is having a huge impact on our mental health and wellbeing, especially for those of us with existing mental health problems. Thanks to [insert location] Co-op colleagues and their energy and enthusiasm for fundraising through this charity partnership, we will be able to reach even more people in need of support. We wish the team the very best of luck on [insert day/date e.g. Saturday].”

[OR for Northern Ireland]

Kerry Anthony, Chief Executive Officer at Inspire, said: “Thank you to [insert location] Co-op colleagues for getting in the festival spirit during the charity partnership in August, helping to raise awareness and break the stigma surrounding mental wellbeing.

“As we emerge from lockdown restrictions, we know it is still a difficult time for many and with the lasting impact of the pandemic on our mental health being felt across the nation, now more than ever, we need to ensure people are seeking support and looking after their mental wellbeing.

“Team Inspire wish to thank Co-op colleagues for their hard work and enthusiasm during the partnership. Across the UK they have raised an incredible £5.5 million, which will help us to support people in communities living with mental ill health.

“We can’t wait to see how the staff and customers take centre stage on [insert day/date e.g. Saturday] to hopefully raise even more money for better mental health.”

The charity partnership aims to raise substantial funds by engaging Co-op colleagues, members and customers in a range of national and local fundraising. The amount raised will enable the charities to deliver innovative new services in communities across the UK to ensure people receive the mental health support they need.

Visit www.coop.co.uk/charitypartnership for more information.

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For more information please contact [insert name] at [insert email address].

About Co-op:

- The Co-op is one of the world's largest consumer co-operatives with interests across food, funerals, insurance, legal services and health. Owned by millions of UK consumers, the Co-op operates 2,500 food stores, over 800 funeral homes and provides products to over 5,100 other stores, including those run by independent co-operative societies and through its wholesale business, Nisa Retail Limited
- Employing over 62,000 people, the Co-op has an annual turnover of £11.5 billion. As well as having clear financial and operational objectives, the Co-op is a recognised leader for its social goals and community-led programmes. The Co-op exists to meet members' needs and stand up for the things they believe in.

About Mind:

- Mind, the mental health charity, provide advice and support to empower anyone experiencing a mental health problem. They campaign to improve services, raise awareness and promote understanding. They won't give up until everyone experiencing a mental health problem gets both support and respect. mind.org.uk
- Mind has a confidential information and support line, Mind Infoline, available on 0300 123 3393 (lines open 9am - 6pm, Monday – Friday)
- For information and support on staying mentally healthy at this time, visit www.mind.org.uk/coronavirus
- The online mental health community is a safe space where anyone aged 18 and over with experience of a mental health problem can share their story, connect with others, access Mind's wider information and resources, and give support in return. Find out more at mind.org.uk/community
- Mind's income has been affected by the outbreak of coronavirus, largely due to the closure of our 160 charity shops across England and Wales, and the cancellation or postponement of major fundraising events. To help them continue their vital work, donate to our emergency appeal: www.mind.org.uk/donate
- Mind offers free resources for employers to help improve mental wellbeing. For more information, visit mind.org.uk/work

About SAMH:

- For media enquiries in Scotland please contact the SAMH Communications Team via communications@samh.org.uk or call 0141 530 1097.
- Around since 1923, SAMH (Scottish Association for Mental Health) is Scotland's national mental health charity. Today, in over 60 communities we work with adults and young people providing mental health social care support, services in primary care, schools and further education, among others.
- Visit www.samh.org.uk or follow [@SAMHTweets](https://twitter.com/SAMHTweets), [SAMHmentalhealth](https://www.facebook.com/SAMHmentalhealth) on Facebook and [samhscotland](https://www.instagram.com/samhscotland) on Instagram for more information
- If you're seeking support or information relating to mental health problems, call the SAMH Information Service on 0344 800 0550 or email info@samh.org.uk. The service is open from 9am to 6pm, Monday to Friday, except on Bank Holidays.

About Inspire:

- For media enquiries in Northern Ireland please contact Inspire's Assistant Director: Insight, Engagement and Innovation, Jenna Booth, via j.booth@inspirewellbeing.org or 028 9072 5459

- Inspire is a charity and social enterprise working together with people living with mental ill health, intellectual disability, autism and addictions across Ireland, to ensure they live with dignity and realise their full potential. Our person-centred, whole-society approach means we believe in a culture of compassion, creating a society free from stigma that focuses on people and their abilities.
- Visit www.inspirewellbeing.org or follow [@InspireWBGroup](https://twitter.com/InspireWBGroup) on Twitter, [@InspireWBGroup](https://www.facebook.com/InspireWBGroup) on Facebook and [Inspire_Wellbeing](https://www.instagram.com/Inspire_Wellbeing) on Instagram for more information

Press release template: Post Event

[Insert location] Co-op take centre stage with festival fundraiser to improve mental wellbeing

[If applicable, let journalists know here that you have high quality images available on request with your press release.]

***High quality images available on request* [remove this section and sentence if not applicable]**

Co-op colleagues in **[insert location]** took centre stage as they got into the festival spirit **[insert when e.g. last week/last weekend/yesterday etc.]** to support charity partners Mind, SAMH (Scottish Association for Mental Health) and Inspire.

Colleagues hosted a **[insert festival type e.g. music, food, community, fitness festival]** on **[insert date(s) festival was held]** to raise funds to help bring communities together and improve mental wellbeing across the UK. **The store's festival has, so far, raised [insert fundraising amount here if you have a JustGiving page/have counted your bucket donations already. If you don't know the amount fundraised from the August initiative yet, remove this sentence].** The charity partnership has raised £5.5 million, in total, since it began in October 2019.

[Insert this paragraph if applicable] Colleagues **[insert more about what you did in relation to the festival type you chose e.g. donned their sparkly festival gear, stoked up the BBQ, dusted off the coconut shy and hook a duck, challenged themselves to a static row etc.]** in store to help drive donations, start conversations and make as much noise about mental health as possible.

As part of its 'Co-operating for a fairer world' vision, Co-op want to build stronger and more resilient communities, with like-minded national charities and organisations, such as Mind, SAMH and Inspire. Having listened to its members, customers and colleagues, this includes supporting access to food, helping to improve mental wellbeing and provide opportunities for young people.

The **[insert location]** Co-op team were joined by the local community who supported their fundraising festival by **[insert more detail on how the community supported your festival e.g. getting involved in the games, donating in buckets, doing a stint on the static bike etc. If not applicable, remove.]**

[Insert name], store manager at Co-op **[insert store location]**, said: **[Insert quote e.g.]** "We had so much fun and created some memorable summer moments with colleagues and our community by embracing the festival spirit and putting on our very own **[insert type of festival]**. It was great to see customers getting involved with **[insert examples of what they got involved with/in]**. Supporting mental wellbeing is a big part of our vision 'Co-operating for a fairer world', so we're really pleased to have been able to help raise awareness and funds for our charity partners.

One in four people will experience a mental health problem in any given year, and the coronavirus pandemic has had a further impact on mental health in local communities. Research by Mind during the first lockdown revealed two thirds of people said their mental health had worsened during the pandemic, with many experiencing problems for the first time.

Paul Farmer, Chief Executive at Mind, said: “We’re really grateful to [insert location] Co-op colleagues for embracing the festival spirit of this month’s fundraising for the charity partnership, and helping to raise awareness on the issue of mental wellbeing.

“Even as we emerge from various lockdown restrictions it continues to be a challenging time and many of us will be feeling the lasting impact of the pandemic on our mental health and wellbeing, especially those of us with existing mental health problems. Now, more than ever, we need to ensure we are there for everyone who needs us.

“Thanks to [insert location] Co-op and their festival fundraising efforts this August we will be able to reach even more people in need of support, particularly in the communities.”

[OR for Scotland]

Billy Watson, Chief Executive at SAMH, said: “A massive well done to [insert location] Co-op colleagues for their achievements through their [insert activity] for the charity partnership. Not only have they raised a fantastic amount of money, but they’ve also helped to raise awareness on the issue of mental wellbeing.

“We know that the pandemic is having an impact on our mental health and wellbeing, especially for those of us with existing mental health problems – so it’s never been more important to support Scotland’s mental health. Thanks to [insert location] Co-op colleagues and their ongoing energy and enthusiasm for fundraising through this charity partnership, we will be able to reach even more people in need of support.”

[OR for Northern Ireland]

Kerry Anthony, Chief Executive Officer at Inspire, said: “Thank you to [insert location] Co-op colleagues for getting in the festival spirit during the charity partnership in August, helping to raise awareness and break the stigma surrounding mental wellbeing.

“As we emerge from lockdown restrictions, we know it is still a difficult time for many and with the lasting impact of the pandemic on our mental health being felt across the nation, now more than ever, we need to ensure people are seeking support and looking after their mental wellbeing.

“Team Inspire wish to thank Co-op colleagues for their hard work and enthusiasm during the partnership. Across the UK they have raised an incredible £5.5 million, which will help us to support people in communities living with mental ill health.

“Thanks to [insert location] Co-op and their festival fundraising efforts this August we will be able to reach even more people in need of support.

The charity partnership aims to raise substantial funds by engaging Co-op colleagues, members and customers in a range of national and local fundraising. The amount raised will enable the charities to deliver innovative new services in communities across the UK to ensure people receive the mental health support they need.

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