

SHARING YOUR RED NOSE DAY PLANS



Getting a mention of your fundraising activity in the local press is a great way to drum up support and encourage extra donations.

Local media are often interested in hearing about inspiring fundraising stories going on in the community, so don't be shy about sharing your plans.

To get started, take a look at our tips on writing a press release and contacting your local paper, radio station and TV channel.

Top Tips

- **Catch the reader's eye** – think of a memorable headline and describe your Red Nose Day fundraising activity in the first sentence
- **Stick to the point** – be concise and avoid going off on a tangent
- **Add a quote** – well-chosen words from a nominated spokesperson can help bring a press release to life, adding energy, passion and emotion. You could explain why you decided to raise money on Red Nose Day, or what inspired you to take on your chosen challenge
- **Keep it short and sweet** – stick to a maximum of two sides of A4 paper
- **Send them a snap or a video** – attach a picture or video if you have one, avoiding huge files that will clog their inbox. Before you send anything, make sure you have consent in place for everyone who features
- **Decide when to send it** – either release your news immediately or put an embargo in place to give media more time to ask questions and shape the story
- **Decide on who you want to send it to** – search online to find local media in your area, then head to the contact us page on their website. Consider your local paper, radio or TV station, and don't be afraid to give them a call after you've sent over your press release to see if they're interested in covering your story

**Thank you again for raising money this Red Nose Day.
Whatever you get up to, have fun!**

