

promote your fundraising



To help your fundraising along, you need a successful promotions campaign to gather lots of support from your friends, family, colleagues and your local community. This may seem a bit daunting at first but really it's quite simple to spread the word using local media and social media! So if you need a little help on how to start promoting your fundraising then here are our top tips.

To Begin

Write out a press release briefly detailing your plans. This is an opportunity for you to tell everyone about the challenges you're about to face and what it's all in aid of. Remember to include:

- The most important information in the first paragraph
- The names of the people taking part, plus quotes
- All relevant information
- How your fundraising will benefit your charity
- Pictures from your activities or preparations



Contact your Local Newspaper and Radio Station

One of the best ways to spread the word of your good deeds is to get in contact with your local press stations. Contact as many outlets as you can to see if they'd be happy to feature your fundraising activity and send out your Press Release with the photos so they can see for themselves your hard work.

After your event, contact the press again this time telling them about all your hard work and achievements, including total amount of money raised.

Make the most of Social Media

These days, Social Media like Facebook and Twitter are the most effective ways to spread news with many news stories catching fire across the web before the newspapers are printed. You can either create a brand new profile on Facebook and Twitter or use your own profiles to promote your fundraising. Updating your status, uploading pictures and videos will make it spread faster and can even encourage others to get involved too.

If you are a dab hand at putting pen to paper, or fingers to key as it were, then why not begin a blog where you can track all your progress and preparation. Your followers can keep up to date with your developments and can support you by leaving comments on your main blog page.

need to find out more?

Check out our Fundraising FAQs for more information.

Or email us on info@fridaymediagroupfoundation.org to find out more!