

## Event marketing guide

# Publicise your fundraising event

You're doing something fantastic by **fundraising for Willow** so shout about it! Here's some **tips to help you spread the word** about your fundraising efforts.

## Social networks



Facebook, Twitter, Instagram and other social networks are a quick and easy way to spread the word, especially to your friends who are the people most likely to support you.

**Here's a handy checklist of 10 steps to help you get the best out of your social media!**

1.

You can share your JustGiving page via Facebook, Twitter, Instagram and LinkedIn. Make sure you personalise your JustGiving page to share the story of what you're doing and why you've chosen to support Willow.



2.

Update your social profiles with the latest news of your fundraising, including photos and videos of you training, you at the event, after the event, we want to see it all!



3.

Make sure you tag us in every update you make on social media. Our account details are available below



4.

Include your reason for supporting Willow in your post, let your friends know why you've chosen to support Special Days



5.

Encourage friends to share/like your updates to increase awareness and support



6.

Like/follow Willow's social media channels and share your story here too...

 willowfoundation  @willowfoundation  @willow\_fdn  willowfoundation



7.

If you're organising an event, set up a Facebook event page to invite friends



8.

Tweet your news, include that you're supporting @Willow\_Fdn and a link to your JustGiving page. Don't forget to include 'Please RT' to encourage others to retweet your tweets



9.

On Twitter and Instagram, it would be great if you can include some of our Willow hashtags such as: #SpecialDays, #WillowFoundation and #TeamWillow



10.

Update your social profiles with the latest news of your fundraising, including photos and videos of you training, you at the event, after the event, we want to see it all!



## Contacting your local press



Asking the local press to promote your event is a great way to **make more people aware** of your efforts and may help **encourage people to sponsor you, or get involved** with your fundraising activity.

Here's a simple guide that shows you how to do it reach out to the press.

### 1. Write a press release

**Copy our template press release** (see the next page of this guide) – all you need to do is add the details of your event and why you've chosen to support Willow.

### 4. Event Photography

Depending on your event, the press may be willing to **send a photographer** along. It's always worth an ask! Alternatively you can supply them with your own photographs.

### 4. Tell your town!

If your event is open to the public, include it on **local what's on listings** - online and in newspapers/magazines.

### 2. Find contact details

Most local newspapers print their **contact details** in the first few pages and on their website. Alternatively you can contact our communications team on **01707 259 777** and we can supply you with contact details of local newspapers.

### 3. Get the word out

Send the press release to your local newspaper(s), local area websites and radio station(s), **ideally with a few weeks notice**. Email your release to the news editor, or editor if they don't have one. But do **give them a call too** as they will receive lots of press releases.

# Your press release template



Below is a simple press release template for you to copy. Simply copy and paste to a new document then **pop in the details** of your event and you're good to go.

**[date]**

**Title - make it short/punchy/local**

[name] from [town] will be [explain your fundraising activity: running a marathon/holding a tea party] on [date] at [venue] OR [name] raised [£.....] by [event] on [date].

[name] is raising funds for national charity, Willow - the only national charity working with seriously ill young adults aged 16 to 40 to fulfil uplifting and unforgettable Special Days.

[name] chose to support Willow by holding a tea party because [add your story, why you chose to support Willow, e.g. connection to a Special Day]

You can sponsor [name] at [add JustGiving or Virgin Money Giving website link]

Willow provides Special Days for young adults diagnosed with a life-threatening condition such as cancer, motor neurone disease, cystic fibrosis and Huntington's disease.

Founded by former Arsenal goalkeeper and TV presenter, Bob Wilson and his wife, Megs, Willow is a lasting memorial to their daughter, Anna, who died of cancer aged 31.

For more information about Willow visit [willowfoundation.org.uk](http://willowfoundation.org.uk) or telephone 01707 259 777.

**ends**

**Notes to editors:** Photograph attached of [include names/caption]

**For more information, please contact:**

[name/email/telephone]

## Tips for the perfect picture



Nothing will help to spread the word and publicise your event like a good photograph or two. Whether you've got a camera or a smartphone, getting a great shot doesn't have to be rocket science...

- The best photographs usually feature **small groups**, including the key people involved in your event.
- Try to take an eye-catching picture that sums up the event - **action shots** are always great. If it's a sporting event, a photo of the activity or a happy photo holding a medal. If it's another activity, include that too, e.g. cakes for a bake sale.
- Try to make the people or objects being photographed **fill the picture frame** – so they don't look like they're off in the distance of the shot.
- Try not to take photos of people against boring or ugly backgrounds, like brick walls or fences, and **avoid overly busy backgrounds** which can detract from the subject.
- **Get creative!** If you're confident about your photographic skills try to take photos that are not typical. Something original is more likely to get noticed and will make for better publicity for your event.

## Keep in touch

We'd love to see how you get on so do send us copies of your press release, photographs and press coverage. Share on Willow's social media, or email [fundraising@willowfoundation.org.uk](mailto:fundraising@willowfoundation.org.uk)

Thank you!