
Writing a Press Release

A great way to spread the word about your fundraising is to send a press release to local media. It can help you raise awareness and attract more sponsorship. Keep your press release fairly concise, 200 words is fine (or one side of A4).

Here are a few tips on what to write about.

What you're doing

Start your press release with a few details about your event, when it's happening and a short paragraph about Build Africa (which you can download from our [Fundraising Resources page](#)). Include some details about any training or preparation that you're doing too.

Why you're doing it

Give your reasons why Build Africa is important to you – maybe talk about your connection with Build Africa or why you think the work we do is important.

How much you're hoping to raise

Make sure you include details about your fundraising target, how much sponsorship you've achieved so far and how people can sponsor you via your online fundraising page.

Other information to include

It's a good idea to include a quote that the paper could use in their article, and send a photo of you training or planning for your event.

Contacting local press

Make a list of the press you want to contact. Focus on local newspapers, radio and TV stations, as well as local or regional magazines - especially if they have a 'What's on' section. Local websites include event listings and forums, e.g. TimeOut or Village Forum.

It is worth finding out a contact name and personal email address. If you cannot find details online, phone the news desk and ask for the name and email address of the news editor or the most appropriate journalist. Also ask if they have a news photographer who you can contact.

When your press release is ready call the news editor / journalist and discuss your event. Ask if you can send them your press release and a photograph. Keep in mind that all media work to strict deadlines:

- daily newspapers: submit at least one to two days in advance.
- weekly newspapers: submit by midday the day before publication.
- monthly media and listings sections of the press: phone in advance as deadlines will vary.
- local radio and TV: they will accept news on the day but it's generally a good idea to phone in advance to get your event in the diary (forward planning desks).
- local radio and TV: look out for relevant weekly programmes and phone in advance to check their deadlines.

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Sending out your press release

Send a copy by email or post to the news editor, and send another copy to the journalist.

Always follow up your press release with a phone call.

Remember to put your contact details for further information. Make sure that you (or a contact who can speak on your behalf) are available to respond to any phone calls.

Blogging and social media

You could also write a personal blog about what you're doing and why. Be sure to include a link to your blog when contacting the local media. Twitter, Facebook and Instagram are great for sharing information with your friends, supporters and the media, so don't forget to add websites and social media addresses to your press release too.

On the day

Make sure journalists know who to ask for if they turn up at your event.

Don't assume that if a journalist turns up they will take pictures. When planning your event find someone who is willing to be a dedicated photographer on the day. Discuss with them beforehand what pictures you would like them to take so that you will have a good selection to remember the day. And also for any follow up media and thank you's!

Make sure that you get permission from an adult before taking pictures of children and also get approval to send pictures to local media and for Build Africa to use any photographs on our website or publicity material.

Keep the momentum going

Get back in touch with whoever you spoke to before your event and give them details about how much you've raised so far. Ask if you can send them photos from the day and if they will also include your online fundraising address in their article. People are likely to donate up to 30 days after your event has taken place.