



**GREAT
ORMOND
STREET
HOSPITAL
CHARITY**

HIT THE HEADLINES WITH YOUR FUNDRAISING



To help give your fundraising a boost, we've provided you with a template press release to send to your local paper. Local newspapers like to hear about people doing their bit for charity, and getting your fundraising covered in your local paper can really help to encourage even more people to sponsor you!

Check out the handy tips below to increase your chances of getting your story in the paper.

How to use your template press release:

- Simply fill in the details of your fundraising in the press release. Make sure you include your contact details (including a phone number) and don't forget to delete all the instructions when you're done!
- Call your local paper and ask to speak to the news desk – they will be able to tell you who to email your press release to.
- Email your press release, along with 2-3 photos of you. A great photo can really make a story.
- Follow up with another phone call a couple of days later – don't be shy!



How to take a great photo:

- Your photo needs to be print quality – this means between 1MB and 4MB, or 300dpi. If in doubt, set your camera to its highest image quality setting. Use a camera (a standard 'point & shoot' digital camera is fine), not a mobile phone.
- Tell the story and show exactly what your fundraising challenge is ie, you in your running gear, or showing off your delicious cakes at your bake sale!
- Make sure you're in the foreground and preferably centred. Brightly lit (eg, outside in the garden or park) and brightly coloured photos work well.
- If you're outside, make sure the sun is behind the person taking the photograph.

