

How to pitch your story

Sharing your story with the media makes a big difference because it takes the message outside of your immediate circle of family and friends.

Decide the outlet.

- Do you want to share your story with the local newspaper, radio, TV station or maybe all of them?
- Do you want to send this to publications connected or close to the subject matter?
- Could you contact your institutions communications team – university or school?

Get in touch.

The contact details for most media outlets should be readily available on their website.

- Call and explain that you'd like to share your story. Be concise and to the point to draw their attention to the main point of your call. It's always worth follow up with an email after your phone call.
- Email the media outlet making sure your cover letter clearly explains why you are writing; what your press release is about and why you want your story to be heard. Make sure your email subject line is clear. Do attach your press release to the email along with any relevant photos.
- If you want to share your story on relevant social media or appear in a staff newsletter, approach key targeted pages, your school/university secretary, the communications team in your organisation or local clubs secretary or chairman.
- Should you not receive a response or confirmation, do follow up

Photos.

Your piece is more likely to be featured if you send them a photo of yourself or the team of people who are taking on the challenge. Ideally this would be of you in a Crohn's & Colitis UK t-shirt, but it is good to send a variety of images. Include both landscape and portrait images as this allows, them the flexibility to include it on a page.

Your quote.

- Your own words, thoughts and feelings brings authenticity to a story.
- It is a good idea to include a personal quote which can draw readers in and support your cause.
- Use the suggestions highlighted on the template which may help you to structure your quote.
- Read your quote aloud. If this does not sound like something you would say, then change it. Original writing will grasp attention a lot more than a standard generic quote.
- Remember, they are interested in your story and in what you have to say. Remember, you are speaking as an individual, and not as a spokesperson for Crohn's & Colitis UK, which means you don't have to remember lots of information about the charity or what we do. It's about sharing your own experiences. In doing so, you will be helping us to raise awareness and break down stigma surrounding Crohn's and Colitis.

Timing.

- Send your story in with plenty of time ahead of your event allowing the recipient plenty of time to schedule your story in.
- You could send your story linking it to a celebrated holiday ie. Mothers Day, Fathers Day, Birthdays. This will make your story appealing and relevant to the time of print or publication.
- Don't send your press release when your fundraising page is on 0%, people are more likely to donate on your page when you have some momentum and support on the page.