



## FUNDRAISING

### LOCAL MEDIA TIPS

Getting coverage in your local media can really help to make your fundraising a success, especially if you're looking for ways to make sure people actually turn up. Here are a few top tips:

- ◆ Know your media. Read your local newspaper and listen to your local radio station so that you know the kinds of stories they cover and the way in which they cover them.
- ◆ Use the sample press release template below, adding in the necessary details.
- ◆ Make a media contact list including all of the local media in your area. Try and find out the names of the relevant editors or journalists so that you can send your press releases to a named person.
- ◆ Make sure you follow up the release to check that it was received and to see if they have all of the information they need.
- ◆ If the press release does not generate any interest, then try and find out why and you can bear this in mind for future events.
- ◆ Find out the deadlines for each of your contacts. Often the local press will need the information well in advance.
- ◆ Include photos wherever possible, and make sure you draw attention to any photo opportunities that the event you have planned might generate as this will increase the chance of them being covered.



### SAMPLE PRESS RELEASE

*This press release is just to give you an idea of what sort of material to include – feel free to personalise and amend to fit the nature of the event and the people you want to reach.*



### GIVE WATER AND GIVE LIFE TO COMMUNITIES AROUND THE WORLD

On [DAY OF EVENT], [NAME OF PERSON/ORGANISATION PARTICIPATING] is/are holding a [TYPE OF EVENT] at [LOCATION] to raise money for The Salvation Army's WATERSHED programme.

[FURTHER INFORMATION ABOUT THE EVENT AND THE PEOPLE TAKING PART / HOW PEOPLE CAN GET INVOLVED AND DONATE. YOU COULD INCLUDE A QUOTE FROM THE ORGANISER HERE TOO].

The Salvation Army's WATERSHED programme has already given thousands of people around the world access to clean water, but with 783 million people still without adequate access to water there is still lots more to be done. We also know that access to water improves health, hygiene, education and productivity. In fact, it is said that every £1 invested in water and sanitation in a community leads to an £8 return in increased productivity.

Kakwesi is 68 and lives in a rural village in Eastern Kenya where she has to walk four kilometres, four times a day, to collect water for her and her grandchildren. The water is not always clean enough and can make the family sick. The Salvation Army is working with this community to introduce a sand-dam to the river which will act both to filter and to store the water so they will have more reliable access to clean water throughout the year, as well as raising the water table of the area enabling more crops to be grown. This is just one of the ways The Salvation Army is GIVING WATER and GIVING LIFE to communities.

To find out more about the event:

Contact name: [NAME OF PERSON TO CONTACT FOR MORE INFORMATION]

Phone number: [PHONE NUMBER TO CALL THE CONTACT]

Email Address: [EMAIL ADDRESS FOR THE CONTACT]

[ENDS]





# watershed

GIVE WATER  
GIVE LIFE



## NOTES TO EDITORS

WATERSHED is a programme run by The Salvation Army International Development UK (SAID UK) providing developing communities with access to clean water and sanitation. Find out more at [www.salvationarmy.org.uk/watershed](http://www.salvationarmy.org.uk/watershed).

The Salvation Army International Development UK (SAID UK) works to resource, empower and support developing communities to defeat poverty and injustice and enable them to build a better life and future. Find out more at [www.salvationarmy.org.uk/id](http://www.salvationarmy.org.uk/id).

The Salvation Army is a Registered Charity, Nos 214779, 215174, in Scotland SC009359, SC037691, and in Ireland CHY6399. For more information visit the website [www.salvationarmy.org.uk](http://www.salvationarmy.org.uk)

