

Writing A News Release

Use this template to help you get your fundraising event noticed and send it to your local paper.

If a journalist can't make it to an event or photocall, your news release will be vital for you to achieve coverage.

- The golden rule when writing a press release is to get all the most important information in the first paragraph:

The five Ws – **who, what, where, when** and **why**. This should be a succinct story in itself; the rest should just be additional information.

- Keep it to one side of A4, double-spaced – more than four paragraphs and you're waffling.

- Always assume your journalist knows absolutely nothing about you, so avoid jargon and abbreviations.
- Communicate everything first time round, or your story may get ignored. Keep things simple.
- Don't forget to include a contact name and number at the bottom for journalists to get more information should they need it.

We've created a sample letter that you can use as a template to publicise your event.

Dear Editor of (insert name of local newspaper/radio station),

I am currently supporting Nourish Community Foodbank by Taking part in the Charity's (insert event name) event, taking place on/between (insert date).

(Insert short paragraph on event: for example, what exactly will it entail? Is it something you have always wanted to do? How else will you be fundraising?)

I am a passionate supporter of Nourish Community Foodbank and I am looking for local people to get involved/sponsor me to help raise vital funds for the Charity, which seeks to help those in crisis in Tunbridge Wells, Tonbridge and the surrounding areas.

For any readers who would like to get involved/sponsor me, please contact me on (insert telephone number/ email address/website address). I would be extremely grateful if you would cover this event in your publication and help to raise awareness for this worthwhile cause.

Thanking you, in anticipation, for your generous support.

Your s sincerely,

(Insert name, and location)

Nourish Community Foodbank supporter

The more people who know about what you are doing, the more money you will raise – so shout it from the rooftops!
