

How to publicise your Sands Fundraising Event

Posters and Publicity Materials You may wish to publicise your event to get more people to attend or support your efforts. You can make people aware of what you will be doing, where it will happen and when it will take place using our blank branded posters, or you can design and print your own.

If you are creating your own publicity materials please make it clear that you are fundraising in **aid of Sands** and that you do not represent the charity. Wherever possible our suggested wording for this would be "Name of volunteer/event" raising funds in aid of Sands, the stillbirth and neonatal death charity. You must also include Sands registered charity number (299679).

If you are using Sands' name and/or logo in publicity materials we request that you send over a draft to fundraising@uk-sands.org before publication.

Press and PR Contacting your local press is a great way to get publicity for your event and also for the work that Sands does. Appearing in your local paper or on your local radio station can also help you maximise the number of people who attend if you are holding a public event. To help you with this, we have put together some tips on how to contact the press and how to put together a press release. If you decide that you are happy to be interviewed please ask to be sent a Sands Media pack which will help with any questions journalists might ask.

How to approach your local newspapers It is best to contact the news desk or the editorial team, explain what you are doing and ask if you could send them a press release about it. Ask for the name of a journalist who handles such stories to whom you can address your release. We can provide you with all the contact details of the media in your local area to save you time, please contact us.

If your event coincides with an annual Sands event like our Awareness Month it is likely that we have prepared a national press release that you could use or work from. Contact us for a copy.

Once you have sent the press release you should try to call the media outlet within a few days to confirm they received your information and to ask if they are interested in writing about your event. Should you obtain local press coverage, please send us a copy if you can, as we are always interested to see it.

How to approach a local radio station Local radio stations are a great medium for publicising your event. Again, we can provide you with this contact information. We suggest you give them a call and ask for the news desk and then send them your press release inviting them to contact you. If you know the name of a programme host whose show features this sort of news, address your release to them.

Again, try to call your contact within a few days to confirm they received your information and ask if they are interested in covering your event. You may be nervous about appearing on radio, try not to be, you will find that the station staff will put you at ease.

Media Pack and Media Contacts We have a media pack that we can send you with guidelines about being interviewed that you might find useful and also a questions and answers sheet along with a fact and figures document that you will find useful to refer to. In addition we can provide you with all your media contacts for your local area. Contact the Fundraising Department on 0845 6520 447 or Sands Communications Manager, Katie Duff on 0845 6520 442.

If you would like to discuss any aspect of your fundraising please contact the Fundraising Events Team on 0845 6520 447 / 8 or email fundraising@uk-sands.org.