

TOP TIPS FOR GETTING PRESS COVERAGE

USING THE MEDIA AND PRESS TO SPREAD THE WORD

Why go to the media?

Regional media are always interested in tales of local people doing incredible things. And publicity around your money-making mission will encourage more people to get involved and donate some of those precious funds.

What makes a great story?

Is your event a bit quirky? Do you know someone whose life has been touched by our work? Are you celebrating a special occasion or anniversary?

How to approach the media

1. Identify your media

Make a list of your local newspapers and radio stations. You can visit their own websites or go to www.media.info/uk to find their contact details. Don't forget to include your company newsletter, local community magazine or local club or society's newsletter in your list.

2. When to get in touch

Try to get your activities covered in the editions as close to your event (before or after) as possible. Give media outlets plenty of notice so they can plan to include your story.

3. Write your press release

You can adapt our template press release to fit your story. Be sure to include the following information:

- Your reason for organising the event or activity
- The time, date and location of your fundraising event
- Your contact details, so journalists can reach you
- The web address of your sponsorship page
- Contact information for The Myton Hospices
- The 'notes to editors' section at the end of the template release
- Photos, perhaps you have some from a past event?

**RAISING MONEY IN AID OF
THE MYTON HOSPICES**



Registered Charity No. 516287

Contacting the media

Now you are ready to email the press release to your list of media contacts. Our team's top tips:

- Use your headline as the subject for the email
- Copy and paste the press release into the body of the email (instead of an attachment)
- Email each journalist individually
- It is a great idea to ring the news desks as well as email, to explain what you are doing and ask if they would be interested in covering your story

Timing is everything

- **On the day**
 - Text your local radio stations and ask them to wish you luck on-air
 - Take high quality photos to use with your press release. Try to include some Myton Hospice branding in the photo too, like a t-shirt
- **After your event**
 - Write a post-event release and send to media outlets with photos
 - Follow up with your media contacts – let them know how your event went and ask them to cover it
 - Tweet or post the links to your coverage when it goes online, so your friends can see. Tag Myton into your posts so that we can re-tweet or share.

Monitoring coverage

It would be great if you could record all the media coverage you get, and let us know all about it (send clippings, links – that sort of thing) so we can keep an accurate record for future reference. It's great for us to hear your stories – it keeps us motivated too. So get in touch by calling 01926 838 892 or emailing communityteam@mytonhospice.org.

Social media

Myton have a Facebook page (www.facebook.com/mytonhospice) and a Twitter account (@mytonhospices) so be sure to tag us into your social media posts so we can share them. We also have an Instagram page and would love to see your pictures so get following (www.instagram.com/mytonhospices).

Thank you for supporting The Myton Hospices. To help gain local press coverage, copy this press release into the body of an email and then edit the red writing. Send it to your local press with a photo of you – you can find press contact details at www.media.info/uk.

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PRESS RELEASE {TEMPLATE}

{DATE}

A {insert job title – e.g. teacher, student, nurse} from {insert town} is raising vital funds for The Myton Hospices. {Your full name} is holding a {insert type of event, e.g. bake sale/fun run} on {insert day or date} at {insert time}.

{He/She} decided to hold the event because {insert details of what inspired you to hold the event – e.g. do you have any personal experience}.

{insert your name}, says, '{Insert quote about your feelings on holding the event – e.g. 'I am excited to raise funds for The Myton Hospices because...}.'

{Insert any further details about the event. Think of the key angle or most exciting part of the story. Make sure the message is clear. No more than 25 words as it needs to be short and snappy}.

The Myton Hospices touch the lives of almost 4,000 local people across Coventry and Warwickshire. Myton believe that everyone matters for every single moment of their life and that treating patients with dignity and respect is the most important thing.

Alex Anderson, Community Fundraising Manager at The Myton Hospices, said: 'The fundraising that {insert your name} is doing makes such a big difference to people in the Coventry and Warwickshire that use our services. We have to raise over £8 million each year to continue providing our care and we couldn't do it without the support of people like {insert your name}.' We know that making someone feel better is not just about medicine – sometimes holding someone's hand, or taking time to listen to their fears makes the greatest difference. That is what we aim to do.

If you are not able to attend on the day, you can still sponsor/donate {insert your name} at {insert Justgiving.com link}.

ENDS



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Notes to Editors

This is where you can add other information which the editors may like to use but that is not part of the press release like background information.

Please contact {insert your name} at {insert e-mail address} or on {insert telephone number} if you have any questions or require further information.

Key facts

- Myton is the only hospice providing in-patient bed care in the areas they are located in
- Myton cares for people aged 18 years and over living in Coventry and Warwickshire who have a terminal illness
- Myton has hospices in Coventry, Rugby and Warwick and specialist nursing teams that care for people in their own homes
- Myton provides care for patients with a wide range of terminal illnesses including Cancer, Motor Neurone Disease, Heart Disease, Parkinson's and Dementia
- Myton is all about helping patients live well and cope just that little bit better
- Myton isn't a place people just come to die, 50% of patients return home after a stay in our inpatient unit
- Myton is a happy place and welcomes everyone, family, friends and even pets
- Myton supports patients families and loved ones through a range of services for children and adults
- Myton has relatives accommodation in Coventry and Warwick
- Myton provides all services free of charge
- Myton has to raise over £8 million each year to run its services
- For more information about The Myton Hospices, please contact the Community Fundraising team by emailing communityteam@mytonhospices.org or calling 01926 838 892.

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