



Fairfield House

Working with the media to make your fundraising activity a success.

Before writing your press release, ask yourself the questions - Is my event news worthy? Would people be interested in reading about it? Will it help to raise the profile of the charity? If the answer is yes, then you should publicise it!

Writing a press release

1. Collate and organise your facts. A simple rule is to find answers to the following questions: Who? What? When? Where? and Why? – Don't forget How? as well. This should form the body of your press release.
2. Identify the story's angle. It must be the most important fact in your story, it must be timely and it must be unique (newsworthy). Make sure this angle is in your first paragraph to grab people's attention.
3. Create a catchy headline. Keep it short and simple, using less than ten words.
4. Write in a third-person voice. The press release needs to remain objective, so avoid using words like "you", "I", "we" and "us" and replace them with "he" and "they". Try not to include personal opinions.
5. Provide quotes from key people. Journalists always use quotes to add an authoritative voice to their reports. If quoting a member of Fairfield House, make sure you get approval first.
6. Provide additional background information.
7. Get it approved. You'll need to make sure anyone mentioned in the press release has approved what has been said.
8. Get photos. Your press release will stand a better chance of being used if you include a photo. Make sure you caption the photo and get the approval of everyone in it

In general,

- *Press releases shouldn't be more than one page long.*
- *Always put the date and the Fairfield House logo at the top of the press release*
- *Let the journalist know where the release finishes by adding ---Ends--- at the bottom.*
- *Add in the photo reference, name and accompanying caption.*
- *Make sure that your press release is hitting your target audience. You should only target newspapers and magazines which are local or topical to your event or where you live.*
- *Try not to include attachments, as some recipients do not open files that they think may contain a virus. Where possible, copy the press release and image into the body of the email.*