

Press Activity



Guidelines for success

Why not create some publicity around your fundraising efforts and invite the local media to feature your event?

Top Tips

- Phone the news desk of your local newspaper and give a brief description of your event/activity.
- Ask for the name of the person you should send further information to about your event.
- Send the information in the form of a press release – this is like an advertisement promoting the fundraising activity you're organising.
- If you think your fundraising activity will make a good photograph, e.g. a fancy dress ball, or children face-painting, then send details to the picture editor in the form of a photocall notice inviting the paper to send a photographer to your event.

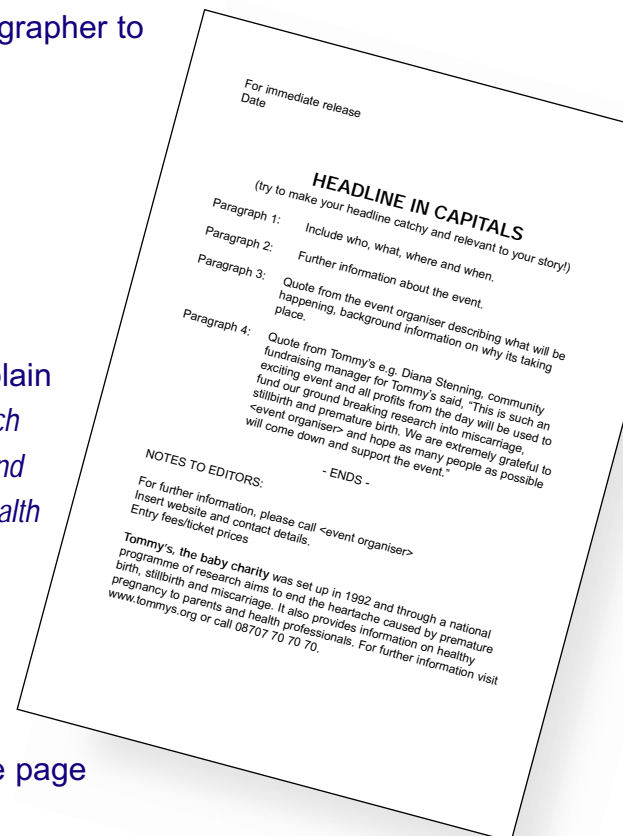
How to write a press release

- Put the current day's date on the top of the page
- Think of a catchy title
- Remember the 5 W's – Who, What, Where, When, Why – use a sentence or two to explain the above
- Explain the reasons you're fundraising for Tommy's and explain what Tommy's is: *Tommy's, the baby charity is a national charity which funds research into the causes and prevention of miscarriage, stillbirth and premature birth. It also provides free information to parents-to-be and health professionals on the best ways to have a healthy pregnancy.*
www.tommys.org
- Don't forget to include your contact details

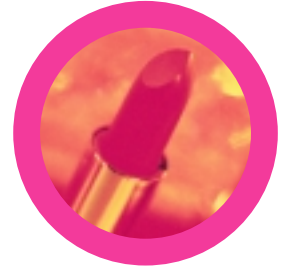
How to write a Photocall notice

- In large letters write 'photo opportunity' across the top of the page
- Include your catchy title
- In large font type the following:
 - What
 - Where (full address)
 - When (date and time)
- Write a few sentences describing your event to give an idea of who/what can be photographed
- Add your contact details

Visit our website www.tommys.org/news to see examples of press releases



Celebrities



Things to remember

- Celebrities get hundreds of charity requests each day so it's important to target your letter appropriately and not aim too high. You're more likely to have success if you invite a celebrity who lives near where your event is taking place or has a personal interest in Tommy's work.
- It's unlikely that the celebrity will read the letter personally instead, their agent will. Ensure your letter is succinct. (see below)
- If finding celebrity support is difficult, think of other alternatives – e.g. asking look-a-likes to attend, or your local MP or news-reader.

How to contact celebrities

Once you've decided which celebrities you'd like to contact, you must let Tommy's Community Fundraising Manager know before you approach them. Tommy's Press Office makes a large number of requests for celebrity support – we wouldn't want you to be embarrassed by asking someone who is already supporting one of our projects. Tommy's has a number of celebrity supporters who we ask that you don't contact. You can contact us for a list of their names.

Write to the celebrity's agent explaining what type of event you're holding and what you're asking from them. Remember to explain that what you're asking from them will be used to raise money – don't forget to explain who you're raising money for.

Tommy's Community Fundraising Manager may also be able to help provide celebrity contact details too.

If you need any advice on press and publicity, please contact Tommy's Press Office Tel: 020 7398 3440 or email news@tommys.org

