

PR & Media support for Community Fundraisers



What LauraLynn can help you with

- ✓ Supply you with key messages and information about LauraLynn and our services
- ✓ Support you with media information if required to help you to promote your fundraiser or event in the media
- ✓ LauraLynn's PR & Communications Executive will help brief you should you be appearing in **national media** about your event/fundraiser
- ✓ LauraLynn has numerous campaigns which must take priority for our PR and Communications team and we cannot pitch and secure PR or media coverage for your event or fundraiser but we can support you to do so yourself

What you can do to help promote your event/fundraiser in the media

- ✓ Reach out to your local radio stations and local newspapers. Tell them about what you are doing and see if they would be interested in covering it
- ✓ Make sure to contact LauraLynn and get accurate messaging about the service which will help you when speaking about your fundraiser and what it is in aid of
- ✓ If you are contacting your local newspapers, make sure you have high res imagery of you/your event for them to feature
- ✓ Make sure you check when your local newspaper goes to print and avoid contacting them on the day before and the day of print.
- ✓ Don't contact your local radio station if you would not be comfortable to be interviewed on air, only pitch for opportunities that you would be comfortable with
- ✓ Post about your fundraiser on your social media, encourage friends and family to share it
- ✓ If you are taking photographs make sure you take a range of high-res shots in both portrait and landscape- your phone should be fine for this

Use of celebrities / High profile people

- LauraLynn cannot provide or source any celebrity endorsements for your fundraiser / event.

Things to avoid when trying to secure media coverage for your fundraiser/event

- Do not pitch to your local newspapers on print day or the day before print day – make sure to check when the title goes to print and pitch accordingly. Most local titles go to print mid-week
- Do not contact a radio show while the show is on air – do your research and make sure you pitch or contact them at a good time.
- Don't be afraid to pick up the phone and call your local paper or radio station and ask who is the best person to speak with about your fundraiser
- Make sure you are comfortable speaking with the paper or radio show if you are putting yourself forward for an interview
- Make sure you have high-res imagery if you secure print or online coverage. The paper will need to have a relevant photograph to go with your story

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