



# Publicity

**Good publicity is key to the success of an event – after all, without people there is no event!  
It can also keep donations coming even after the event has finished.**

Decide how you want to promote your event to others, as well as if there is a particular target group you have in mind.

Please let us know if you are producing publicity materials to promote your fundraising event. Any material bearing the our name or logo should be discussed with Children Change Colombia and all materials produced by local fundraisers must be approved.

The purpose of any appeal must be clearly expressed on any literature appealing for funds, for example sponsor forms, posters, and other publicity materials.

**Remember! ALL publicity MUST carry the Children Change Colombia charity number: 1075037**

## Getting Media Coverage

It will help your fundraising if you are able to get **local press coverage** for any events you are planning. Even a general story about what you are doing could help you to get additional donations.

If you can, call your local paper before the event to see if they would be interested in covering it (you may have to call the News Desk). They may want to come along on the day or give you a mention in advance. Otherwise call them immediately afterwards so that the story is current. Before you contact them make sure you have all the necessary information.

- **WHO** are you?
- **WHAT** are you doing to raise the money?
- **WHEN** is the event to be held?
- **WHY** are you raising money?
- **WHERE** will you be doing your fundraising?

The paper may ask you to send them a **press release** on your event. Don't panic! Either ask one of our staff at Children Change Colombia for help or use the checklist below to write your own – but please remember to get it checked by us before you send it off.

- Make sure all the basic facts are in the first paragraph.
- Highlight key words.
- Always include a headline.



- Try to include a quote, either from yourself or we can provide you with a Children Change Colombia quote.
- Include a short bit on why you are raising money for Children Change Colombia.
- Include your contact details so interested people can find out more about the event or make a donation.
- Always finish your press release with ENDS and include the date.

Remember that local papers love to include **pictures**. Are you able to set up a photo opportunity? Always include people and make the shot as quirky and relevant as possible. The paper may well send their own photographer along to take a picture. Otherwise, take one yourself – you may discover a hidden talent!

## Sharing on Social Media

Social media is a great way to get the message out about your event. Create a Facebook post, tag Children Change Colombia and get as many friends as possible to Share it. You might also want to create a Facebook event. Tweet regularly about your event, using our handle (@ChildChangeCOL) to reach as many people as possible. Don't forget to share pictures of the event afterwards using social media too!

**To discuss how you can fundraise for Children Change Colombia, contact us on:**

t 020 7549 0225 e [info@childrenchangecolombia.org](mailto:info@childrenchangecolombia.org)  
w [www.childrenchangecolombia.org](http://www.childrenchangecolombia.org)

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Children Change Colombia is a UK registered Charity, No. 1075037

