

## Shout about it!

This little page of 'top tips' will help you to make the most of your fundraising activity. We want you to shout about it! We will be happy to promote your event through our website and also let our staff and friends know about what you are doing to help raise money for the hospice - so please don't forget to tell us all about it.

Why not write a short press release and tell your local newspaper what you're up to? All you need to do is call them to find out the name and email address of a reporter to send it to. Not sure how to go about writing a press release? Give it a go using these tips and be sure to include:

- **Date** – the day you're sending the press release.
- **Headline** – Short, attention grabbing title. Get creative and have some fun with it.
- **The five W's: WHO, WHAT, WHEN, WHY, WHERE!**  
Outline the details of the event using the five W's – why should people come to your event and what fun can they have when they get there?
- **Quote** – Why not add a short quote to your press release and say why you've chosen to fundraise for the charity, how much you're hoping to raise and what you're looking forward to.
- **Key Messages** – Please include one or more of the key messages in your press release:

Havens Hospices incorporates Fair Havens Hospice and Little Havens Children's Hospice. Havens Hospices provides respite breaks, symptom control and end-of-life care for adults and children living with serious illnesses or conditions. It aims to make their journey - and that of the family - as comfortable as possible, creating special memories along the way.

The care provided is free of charge. This could not continue without kind donations as it will cost £5.7 million this year to keep the hospices open.

- **Contact Details** – Don't forget this! Details of whom to contact, email, telephone number, website address (if relevant), and cost of tickets/ suggested donations.

You could always try your local community magazines and websites, radio stations, and what's on guides as well as social networking sites – and most of them allow you to list your event for free.

Share your event with our supporters!

'Like' us on Facebook [facebook.com/havenshospices](https://facebook.com/havenshospices)

'Follow' us on Twitter [twitter.com/havenshospices](https://twitter.com/havenshospices)



Send your photos and videos to [htaylor@havenshospices.org.uk](mailto:htaylor@havenshospices.org.uk) and we'll share them on Flickr [flickr.com/havenshospices](https://www.flickr.com/photos/havenshospices/) and YouTube [youtube.com/havenshospices](https://www.youtube.com/havenshospices)

If you have any questions, please contact the Fundraising office on **01702 220305** or email [fradmin@havenshospices.org.uk](mailto:fradmin@havenshospices.org.uk) and we'll be happy to help.

If you have a personal connection to the charity and a story you'd like to share then please contact Press Officer Hannah Taylor on **01702 221653** or email [htaylor@havenshospices.org.uk](mailto:htaylor@havenshospices.org.uk) before approaching the local media.

For more ideas and to see what we're up to, please visit [www.havenshospices.org.uk](http://www.havenshospices.org.uk)

Good luck!