

Media and publicity

Whether you are planning a public or a private event, promoting it through the media is a great idea. Why?

- It may attract more people to your event, meaning more fun and more funds raised!
- Your efforts (and those of friends, family, helpers and sponsors) are recognised in a nice way.
- You never know who you may inspire to create their own fundraising event for children!

Local newspapers and radio are often looking for local events to feature. Here are some hot tips to help you get in the news:

Contacting the media:

1. Look up how to contact your local media on the internet, through directory enquiries (yellow pages) or at your library.
2. Use our press release. Just contact Sally (sally@unicef.org.nz , 0800 243 575) and she'll be happy to give you a press release to help you share your story with journalists.
3. A picture is worth a thousand words! Invite a local paper to photograph your event.
4. If you're not successful with your first attempt, don't lose hope. Journalists are busy people, so remind them if they haven't got back to you. Or try someone else! Key to any great venture is to be persistent.
5. Ask to feature your fundraising story both before and after the event. Before – to invite and attract people to come. After – to thank everyone who attended, any sponsors, and to let everyone know how much you raised.

DID YOU KNOW

With \$39 you raise you can give measles vaccines and protect 100 kids!



DID YOU KNOW

\$82 can give five families water kits to collect, store and purify water in times of disaster.