



Promoting your fundraising event

Letting people know that your fundraising event is taking place is the first step to having a successful event. You can promote your event through posters, flyers, emails, spreading the word through friends, neighbours, relatives and work colleagues, through other groups you are involved in or even your local pub, community centre, post office, local parish or village magazine. You could also use Facebook and Twitter to spread the word about what you are doing.

We can design posters for you or alternatively supply you with blank A4 and A5 posters and flyers so you can let people know about your event. We can also put your event details on our website. When promoting your event remember the important facts – who, what, where, when and why.

If your employer is supporting your fundraising effort, ask them if they are willing to help publicise what you are doing, perhaps through a staff newsletter, staff social events, contact with business colleagues or they may even give a corporate donation or match the amount you raise.

Media coverage is also a great way of letting people know about your fundraising efforts. Local television, radio and newspapers are always looking for good stories on local issues and events. Unusual fundraising ideas or events, ambitious sponsorship plans and news of personal achievement and triumph are all stories that may interest the media.

The best way to let local media know about your fundraising event is to send them a news release. If you are not comfortable writing a news release you can call the local media's newsdesk and ask to speak to a reporter who will take down the details and ask you questions about the event. You will need to let the media know well in advance if you want them to cover it or announce that it is happening. After the event, you could contact them again with photographs and tell them about what you achieved. You could also write a letter to the letters page of your local newspaper thanking your supporters for all their help.

St Elizabeth Hospice key messages

What is a key message?

A key message is a short, concise and memorable sentence used to convey an important message. It is the lasting and primary thought that we want to leave with our target audience. By weaving key messages into all of our marketing literature and communications channels we can help people to understand our work. If you use our key messages when you are promoting your fundraising activity, you will help to spread the word about the Hospice and keep our communications consistent.

Hospice key messages

- St Elizabeth Hospice improves life for people living with a progressive illness.
- The work of St Elizabeth Hospice is centred around an individual's needs, which means specialist support, wherever it is required, whether at home, in the community or at the Hospice.
- St Elizabeth Hospice helps people deal with problems such as pain, anxiety and fatigue, as well as offering practical advice and family support.
- The Hospice is an independent charity which provides services free of charge. Services cost £6.6 million a year to run or £13 a minute, with almost three quarters of that figure coming from the local community.

General media contacts

Press

East Anglian Daily Times (all of Suffolk)

30 Lower Brook Street
Ipswich IP4 1AN
01473 324732
news@eadt.co.uk
Reporters Craig Robinson or Naomi Gornall

Evening Star (Ipswich, Felixstowe and surrounds)

30 Lower Brook Street
Ipswich, IP4 1AN
01473 324788
starnews@eveningstar.co.uk
Reporters Naomi Gornall, Lizzie Parry or Tom Potter

Beccles and Bungay Journal

01603 772402
newsdesk@archant.co.uk

Diss Mercury

newsdesk@archant.co.uk

Diss Express

01379 658005
editorial@dissexpress.co.uk

Bury Free Press (Babergh up to Hadleigh but covers Stowmarket and Needham)

lesley.anslow@buryfreepress.co.uk
News editor Karen Wilson

Suffolk Free Press (mainly west Suffolk)

01787 375271
newsdesk@suffolkfreepress.co.uk

Harwich and Manningtree Standard

01255 221221
hms.news@nqe.com
Chief reporter Lorraine Price, editor Brendan Hanrahan

Radio

Town 102

0845 3654 102
news@town102.com

Heart (south Suffolk up to Aldeburgh)

01603 671180
General newsdesk eastanglia.news@heart.co.uk

BBC Radio Suffolk

Newsroom 01473 340707
radiosuffolk@bbc.co.uk

Felixstowe Radio

01394 273028
felixstoweradiocic@btconnect.com

Felixstowe TV

08456 525 585

controlroom@felixstowetv.co.uk

TV**Look East**

01603 619331

look.east@bbc.co.uk

Anglia News

01603 753013

anglianews@itv.com

For the attention of the East planning desk

Local magazines**Suffolk magazine**

suffolkmagazine@archant.co.uk

Editor: Richard Bryson richard.bryson@archant.co.uk