

Getting media coverage

It's a great idea to contact your local media to raise the profile of children in care in your area through your challenge. Follow these simple steps to give your local press everything they need to know.

Before your event

Contact your local press a week before your event, telling them:

1. The basics of the event: who, what, where, why and when.
2. Why you want to raise money.
3. Who will be involved, and if the public can attend or get involved.
4. The contact details of one person who can be contacted by interested journalists.

Consider: What is interesting about your event? Does your event have any links with recent local news stories e.g. statistics of children in care in your area?

Top tips:

- Explain the content in the email headline e.g. 'Press release - Local groups will run 500 miles to help children in care on Saturday 11th June'.
- Keep your message shorter than one side of A4. Present the content clearly in the body of the email.

After your event

- Contact media outlets to tell them what happened. Use the same four points to report on what happened. Include a couple of great photos from the event.
- If you got coverage, thank them and ask if they need any more information. Tell them you'll let them know about future events, and anything Home for Good is doing in the area.

Example press release

Local groups will run 500 miles to help children in care

Fifty people will run a total of 500 miles this weekend to raise funds and awareness for adoption and fostering charity Home for Good. Starting from the clock tower at 11am on Saturday 11th June, the group will run 10 miles around the park.

35,000 miles have been pledged this June in the campaign, 'A mile for every child', which aims to raise awareness of the 35,000 children who come into care in the UK each year. 3740 children entered the care of West Midlands local authorities last year – and many of the runners have personal connections to the children in care.

Runners include Amelia, 57, who has fostered children for over twenty years, and Andy and Liz, who have recently adopted three brothers. Their family and friends are among the participants.

From 14 to 62 years old, the fun-runners come from local churches, families, and community groups and will be individually sponsored. More about the campaign and how to sponsor a runner can be found at: www.homeforgood.org.uk/amileforeverychild

To film the event, for interviews, quotes or high resolution photos of the event, please contact [email address and mobile number].

For more information about Home for Good visit www.homeforgood.org.uk

