



*"Your local breast care charity"*

# PRESS PACK

*Community Fundraising*



For more information please contact us on on 01752 975 217 | 07894 700 866  
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The Primrose Foundation Registered charity number 1064277

# PRESS PACK

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# INTRODUCTION

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## Hello and welcome to your Fundraising Press Pack

**Firstly a BIG thank you for choosing the Primrose Foundation** to raise much needed funds - we really appreciate it and whatever you raise, pennies or pounds - will make a huge difference.

This pack aims to help your event get more publicity - which means people will be talking about your event and of course, that means they are more likely to want to take part or donate funds.

We know that contacting your local media may be a little out of your comfort zone but with this pack, you'll have all

you need for it to be quick and easy and get you some great results.

So below you'll find top tips on how to contact your local media and a template press release to send to your local media.

Please do share any media coverage with us, please email [info@primrosefoundation.org](mailto:info@primrosefoundation.org)

Thank you for your continued support and we look forward to seeing how you get on.



# GETTING STARTED

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## Talking to the media

**Firstly fill in the template press release and send over to your local paper / radio station by email 3 weeks before the event.**

If you have time, it is a good idea to ring the paper or radio ahead of time to get the name of the person you should be talking to. Just google your local media and then ask to speak to a reporter.

When you get through, check if they are on deadline or if they are able to speak to you. Then just really briefly tell them what your story is, include all the facts but keep it short and sweet! Quite often they will ask you to send the release.

Subject lines are really important so use something that will catch their eye! If it's a daily paper, call between 11am and 3pm. If it's a weekly paper which is published on, for example, a Thursday, don't call on a Wednesday as these are their busiest times!

### WHAT NEXT?

Send your press release by email, wait for a few days and then ring the named person to find out if they are interested in the story or if they need any further information from you – perhaps some questions about why you are hosting your event, who are you fund raising for (The Primrose Foundation!) and how much you hope to raise.

If you have a personal experience of breast cancer or have someone close that has had breast cancer, be prepared to share some personal details - but, please don't feel you have to talk about anything you do not feel comfortable with.

The paper may want to send a photographer round to take a photo of you or at the event – or they may ask you to take a photograph. Don't worry, you don't need to be an expert, just do something fun and make sure everyone is smiling!

Please ask the journalist when the story might appear. They may even offer to send you a copy, but please do try and look out for it and be sure to let us know about any coverage too, we would love to see it!



# FUNDRAISING EVENT RELEASE

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Please fill in the template on the next page

Replace your own details with the prompt text in **<yellow>**. Make sure to delete any formatting/font instructions on the page before sending out to press. Make sure you're happy with what you've written and you've checked spelling and the small details. If you have a photo already, please send to your media contact along with the release 3 weeks in advance of the event.



# FUNDRAISING EVENT RELEASE

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<Insert date>

<Insert name of town/area> <woman/man/friends/group> to <hold a bake sale/black tie ball/taking part in a fun run> to help beat breast cancer and raise funds for The Primrose Foundation.

<Name> from <Location> is holding a <insert event> at <Venue> on <Date> for The Primrose Foundation – the local breast care charity based at University Hospitals Plymouth.

<Name>, <Age> is holding <his/her/their> <first/second/third annual event> and is encouraging local people to come along, take part and raise valuable funds for The Primrose Foundation.

<Name> who works as an <occupation> says: (Select any of the following 3 options, change or give more detail where you can)

“My <family member/friend> was diagnosed with breast cancer in <month/year> and I am looking forward to giving something back by holding a <insert activity> to raise money for The Primrose Foundation.”

OR “I was diagnosed with breast cancer in <month/year> and I am looking forward to holding a <insert activity> to say thank you to my friends and family for their support, while raising money for The Primrose Foundation.”

OR “I am looking forward to holding a <insert event> as it’s a fun way to bring together people from the local community while also raising money for The Primrose Foundation.” “We’d love local people to join us for some delicious homebaked treats/games/competitions.”

Maddy Matthews, Fundraising Co-Ordinator at The Primrose Foundation, added: “We’re so grateful to <Name> for holding a fund raising event to raise much needed funds for the foundation. The money you raise will help us to continue to support patients and their families who are affected by breast cancer. “691,000 people are living with a breast cancer diagnosis in the UK today, and that figure is only set to grow. With support from people like <Name>, we can be here for more local people, whenever they need us.”

If you would like to attend <insert event>, please call <phone number>

OR

<Name>’s event is being held at <Full address> on <insert date> between <time-time>, locals are welcome to drop by.

– Ends –

For further information, images or interviews contact:

<Name>, <Phone number>, <Email address>

## **About The Primrose Foundation:**

The Primrose Foundation is a registered breast care charity working in partnership with University Hospitals Plymouth NHS Trust.

If you would like more information about donating or fundraising for the Primrose Foundation please contact the fundraising Co-ordinator on [info@primrosefoundation.org](mailto:info@primrosefoundation.org)

