

Help Raleigh hit the headlines

When planning your fundraising activities, don't forget to use your local media. This is an effective way both to raise awareness of your fundraising activities and to promote Raleigh at the same time.

Writing a press release

The main way to communicate with the media is by sending a press release. Your story will be competing with hundreds of others, so try to make sure that it is short, snappy and grabs attention.

Press releases should be:

- Typed - so that they can be easily read
- Headed with an arresting title
- Self-explanatory – you can't assume any knowledge of your issue
- No more than two sides at the very most

The more locally relevant you can make your press release, the more likely it is to be published. Similarly when talking about what projects you will be working on remember to keep your quote as concise but as interesting as possible.

If emailing the press release to your local media, it is useful to put the headline as the email subject so the journalist knows what to expect. Please add the press release to the main body of the email, rather than an attachment. If you have any accompanying images, these can be added as attachments.

Why Raleigh?

When talking about Raleigh, remember to mention the things that make us special. There are many reasons why people choose to take part in a Raleigh expedition. Here are just a few of them:

- **We work on worthwhile and sustainable projects** – having a permanent presence in all our host countries we know what is needed to really make a positive contribution there
- **We access remote areas** – we often work in national parks and obtain special permits to trek through remote landscapes you couldn't access travelling alone
- **We're safe** – safety is our utmost priority and we ensure all volunteers receive comprehensive safety training
- **We encourage volunteers to be all they can be** – our expeditions enable a diverse range of volunteers, including disadvantaged young people and host country participants, to develop key skills for life
- **We are a charity** – all monies raised cover the cost of the expeditions, including the development and materials for projects, as well as providing bursaries for host country participants and disadvantaged young people
- **We are for life** – volunteers are able to share their memories, experiences and skills

with a growing network of over 30,000 like-minded people who want to keep contributing to society on their return

- **We evaluate our work** – we commission and issue our own reports and case studies to evaluate the impact our expeditions have on participants, and the communities we work in

Raleigh style

Raleigh style guidelines ensure that we all communicate in a consistent way. Our standard font is Arial, size 11, left-aligned.

Here are a few tips to help you to communicate in the Raleigh style:

- We are Raleigh, not Raleigh International
- We run expeditions (not trips)
- All young people (aged 17-24) on a Raleigh expedition are called venturers
- Volunteer managers (25 and over) are not called staff
- Web address should be written as raleighinternational.org (no www.)

How do I contact my local media?

Email is the best way to send your press release to your local media. A few days after you have sent the release, follow up by giving the newspaper, magazine, radio station or website a quick phone call to 'check they have received the release' and see if they need any further information. All too often press releases will be sat on someone's desk until a journalist gets a polite, but persistent, nudge in the right direction!

It's best not to call on 'press day' – the day that the newspaper or magazine goes to print – as this will be a particularly busy time for journalists. If you are targeting the print press, try to find out which day the newspaper or magazine is published so that you call at a good time. So if your local advertiser usually comes out on a Friday- don't call them on a Thursday!

The following websites can help you to find out about the local media to target in your area:

<http://www.newspapersoc.org.uk/Default.aspx?page=1228>

<http://www.mediauk.com/>

Press release template

A press release template is included in this pack. Please use this template when communicating with your local media. Remember to add in your contact details.

Example press release

The following example press release shows you how to communicate your news. This example focuses on a venturer who is fundraising for a future event. You can adapt this template to highlight what you are planning to do, by focusing on your fundraising activities and adding quotes from any local businesses who sponsor you.

Numbered notes follow this example, to explain the function of the different parts of the release. Most press releases follow a similar format and it is helpful to journalists if you can do the same.

Cheltenham student has high hopes for the world's largest triathlon (1)

1 May 2008

This summer, an energetic 28-year-old student from Cheltenham who studies at Gloucestershire College will be taking part in the world's largest triathlon to raise money for youth and education charity Raleigh. Mark Smith will be braving the cold waters of the Royal Victoria Dock and furiously peddling his way past the Houses of Parliament to compete in the London Triathlon 2008. Mark will be one of more than 13,000 entrants in this year's event which takes place on 9th-10th August. **(2)**

Mark will be swimming 400m, cycling 10km and running 2.5km as a Super Sprint Distance competitor to raise funds for his chosen charity, Raleigh. More than £2 million was raised for charities in the London Triathlon 2007. By competing for Raleigh this summer Mark will be helping to make 2008 even more successful. All funds raised for Raleigh will contribute towards making a tangible and long-term difference to local communities in Borneo, Costa Rica, Nicaragua and India where the charity operates ongoing volunteer expeditions. **(3)**

Blisters aside, Mark said: "I've always dreamt of competing in this world-famous event and knowing that I'm raising funds for Raleigh is really going to help when I hit the wall! I have already raised £400 from friends and family, but would love to hear from anyone interested in sponsoring me. Raleigh is a fantastic charity and the more I can contribute towards their work, the better." **(4)**

The London Triathlon 2008 will see competitors cover a combined distance of more than 300 million metres in the swimming, cycling and running events. In addition to more than 55,000 spectators who turn up each year to cheer on competitors, Mark will also benefit from the welcome motivation of knowing that he is fundraising for a worthwhile cause.

Ends **(5)**

For more information, please contact YOUR NAME on YOUR TELEPHONE NUMBER/MOBILE NUMBER or YOUR EMAIL ADDRESS **(6)**

Notes to Editors: **(7)**

Raleigh

Raleigh is a youth and education charity. Since 1984 our expeditions have inspired 30,000 people from all walks of life, nationalities and ages to be all they can be, helping them develop new skills, friendships and make a difference to communities and environments across the world. For more information about Raleigh and the charity's expeditions to Borneo, Costa Rica & Nicaragua and India, visit raleighinternational.org or call 020 7183 1270.

We all have an expedition within us. Find yours at raleighinternational.org

Notes to Picture Editors: **(8)**

High resolution images of YOU doing ADD DETAILS are available on request. If you already have the images add the two best shots as attachments to your email.

1 – Headline

The headline should be short and snappy in bold letters to attract attention. When emailing the press release to the media, the headline should be added as the subject of the email.

2 – First sentences

The first two or three sentences should always contain the five W's – who, where, what, when and why. These points may need more explanation in later paragraphs but the introduction should grab the journalist's attention and entice them to read on.

3 – Further paragraphs

Try to present the most relevant information, clearly and briefly. Each sentence should add to what has already been said, without needing further explanation to be understood.

4 – Quotes

Always include quotes. This adds human interest to your story. If a local business has supported your fundraising efforts, you could include a quote from the Managing Director saying why they decided to sponsor you. You can also add a quote from yourself, commenting on how you are raising money and what you think your biggest challenges will be.

5 – 'Ends'

This marks the end of the main body of your press release.

6 – Contact details

You should always include your contact details (ideally both your telephone or mobile number and your email address) so that a journalist can find out further information.

7 – Notes to Editors

This is the section for more detailed information, statistics and explanation. 'Notes to Editors' should appear after 'Ends' and adds extra detail to the main body of your press release. Please use the paragraph about Raleigh as it is written in the template.

8 – Notes to Picture Editors

If you are organising a stunt to create a good picture for your local paper, please let the Picture Editor know. It is always a good idea to take your own photos, that way if a paper doesn't send a photographer, you can contact them afterwards and offer pictures.

Thank you for helping to spread the word about Raleigh.

If you have any queries relating to media coverage, please contact:

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