

Media request for your event

Getting local media to cover your event can be a great way to raise awareness of your fundraiser.

It doesn't need to be daunting – just follow this handy guide to help get you going.

Getting started

Before approaching the media, here are some things to consider:

- 1. Work out your 'why'** – why did you choose to host an event? Why is the McGrath Foundation a cause close to your heart? Or is seeing your club come together for a good cause your driving factor?
- 2. Agree on your spokesperson** – who at your club is most passionate about the cause? Why? Is there someone in your club who has been supported by a McGrath Cancer Care Nurse?
- 3. Get your materials ready** – use our handy media templates below.
- 4. Organise your photographer** – A great photo can make your media story more prominent. You don't need to hire a professional. Ask if anyone at your club has a photography hobby or is willing to take on photography duties for the day.

Our step-by-step guide to contacting media and suggested timings

3-4 weeks before event.

- Send an alert to the editor/ producers of your local media outlets (newspapers, community radio and local TV) to include your event in their "What's on" or "Community Diary" section.
- Make sure you include all the relevant details of the event including date, time, what to wear, what to bring etc.

1-2 weeks before event.

- Send an alert to the editor/ producers of your local media outlets to remind them the event is on and get the community excited about the event.
- Encourage your local media outlets to attend your event.
- Make sure you include all the relevant details of the event including date, time, what to wear, what to bring etc.

Sending a thank you after your event.

- It's important to thank your community for supporting your event.
- Send a thank you media release to your local media outlets.
- Make sure you include the amount raised as well as any high-quality images that were taken on the day.
- If media attended the day or provided coverage, remember to thank them via email too.