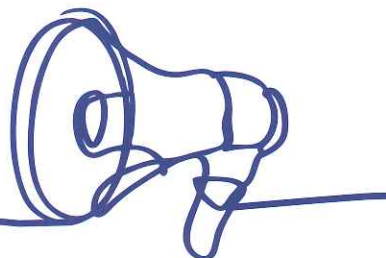


# Getting the word out



Publicity is a key element of successful fundraising. The more people who know you are doing something amazing for Mind, the more people will support you. It can be helpful to explain the difference your fundraising is going to make to people with mental health problems, so please visit [mind.org.uk](http://mind.org.uk) for more information about our services. You'll also find some facts and figures about what the money you raise could pay for on page 7.

## Advertise your efforts

Make sure people know about your fundraising by putting up posters wherever you can – shops, libraries, cafés, notice boards and your workplace. Add your fundraising details to the template poster provided at the back of this pack and make lots of copies.

## Get in the papers

Local media such as newspapers, TV and radio provide lots of opportunities for you to publicise your fundraising and raise awareness of Mind and mental health.

To make the most of your chances, we suggest you consider the following:

## Be original

'News' is anything that is new or unusual, including an outstanding achievement by someone in the community. You are more likely to be featured if you can provide an unusual angle or if you talk about your personal reasons for supporting Mind.

## Think about why you want coverage

If you want to publicise an event to get people to attend, you can issue a press release two weeks before your event. And then issue a post-event release with photos to celebrate your success.

## Make it visual

You should be prepared to be photographed. Arrange your photoshoot in an interesting or relevant location (try your local Mind shop) and wear your Mind T-shirt or vest. Or take your own high-resolution photos to send to journalists. Please contact us if you would like a Media Toolkit for more on how to get coverage and a press release template.

## Being ready for radio

Radio can be incredibly useful for getting the word out about your event. Call your local radio station and if you're inventive about what you're planning, they will want to talk to you about it.

If you are being interviewed, plan what you want to say beforehand so you remain calm and confident while you're on the air. The producer or presenter will normally take you through the questions so you can plan your answers.

Here are some points you should try to mention in your interview:

- 'I'm doing this because...' (give brief details of why you are doing this event/ challenge to support Mind).
- 'Anyone who would like to sponsor me should phone me on... or sponsor me at...'
- 'Everyone is welcome to come and support me at one of my fundraising events...'