

# Publicising your event

Fundraisers can produce their own promotional material in support of their fundraising event.

Such material should always state that ACT is a registered charity – number 1048868 and include the ACT logo saying clearly the purpose for which the funds are to be raised. Please clear all promotional material with ACT.

- **Press and media**

- Building a good relationship with your local media can really pay dividends – so make sure you get a mention.
- Whenever you plan an event it is always worth telling your local paper/free papers and local radio stations.
- A mention in the local press can be invaluable in raising your profile.

- **Online**

- By setting up an online sponsorship page on JustGiving ([www.justgiving.com/act](http://www.justgiving.com/act)) you can fundraise on the web. (Just write the area you're supporting in the text on your page.)
- post your event on local 'what's on' listing websites
- join ACT's page on Facebook: [www.facebook.com/actfundraising](http://www.facebook.com/actfundraising)
- follow ACT on Twitter: @actcharity
- **Use social media as much as you can to promote your fundraising** – tell your friends on Facebook and Twitter, upload photos to ACT's pages and put short video clips on YouTube.

- **In the community**

- Think about where you can publicise your event in your local area i.e. where you can place posters, display leaflets etc.
- Why not try engaging local businesses and asking for free advertising for your event.
- Always speak to people working there and let them know what you are doing so they can pass the word on

## Hints and tips

- Be clear and concise in your promotions
- Use spell check – and get someone else to read your work
- Send any artwork / press releases to ACT for approval first to [act@addenbrookes.nhs.uk](mailto:act@addenbrookes.nhs.uk)

**Thank you ... Good Luck ... and please ... keep in touch!!!**

Registered charity number 1048868

*give with confidence*