

MEDIA TIPS



The local media can be a very powerful way of raising awareness and the profile of your fundraiser.

To help you out, we've developed a 'media 101 guide' to give you the tips and tools you need to promote your fundraiser.

Be creative and unique

Local papers and radio stations love a 'feel good story'. When approaching your local media, be creative and unique.

- What makes your fundraiser 'unique' compared to others in your area?
- Who can help you tell your story? Is it someone you're fundraising in honour of? A 'local' celebrity or someone of local influence? What does this fundraiser mean to them?
- What 'visuals' can you provide or help the media create before the fundraiser? For example images, video footage.



Be prepared, specific and personalised

Don't just send information about your fundraiser to every journalist or media outlet in your local area. Make sure what you're telling them is timely, specific and relevant.

- Research the publication you're pitching to. What type of stories do they publish? For example are there 'what's on' listings, feature articles, news briefs? Tailor your approach to fit their needs.
- Find out who the best person to approach might be (for example someone who has written a story about breast cancer or other local fundraisers). If you aren't sure, it is best to give the 'news desk' a call. Tell them briefly about what you are doing and they will tell you who you should speak with.
- Think about the 'what's in it for me factor' – what makes this story of interest to this journalist or media outlet. Do they have a personal interest?
- If your fundraiser is on a particular day, what opportunities are there before and on the day of the fundraiser?
- Use the materials provided by the National Breast Cancer Foundation such as:
 - Breast cancer facts
 - NBCF's media release guide. Please make sure you include information specific to your fundraiser.

Be confident and enthusiastic

Talking to the media doesn't have to be intimidating. The guidelines below will help you focus on the key points, be prepared, relax and give a great interview. Remember, their job is to find local stories that are relevant to their local community. They speak with people like you each and every day and it is their job to get the best story possible.

There are four main things to remember:

- Keep it simple
- Be positive
- Show your personality
- Never go 'off the record'

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Things to consider:

- Smile – the journalist will hear it in your voice, even over the phone.
- You are not expected to be an expert or a spokesperson for the National Breast Cancer Foundation. However you are representing NBCF as an approved fundraiser. Speak positively and with enthusiasm. If the journalist asks you for any specific information about NBCF please refer them directly to us at www.nbcf.org.au.
- If you don't feel comfortable answering a question, then simply don't. Move the conversation to an area you feel happier with.
- If you are not sure of an answer, advise the journalist that you will get back to them.

Avoid:

- Criticising other community / fundraising organisations and events or the medical community – there are many organisations that strive to do good work in this space.
- Do not comment outside of your area of expertise – it is ok to admit you do not know all the answers.

Don't forget about social media

Social media can help you share your message with a large group of people very quickly.

- Change your profile picture to represent your fundraising efforts, perhaps you could use your "proudly supporting the National Breast Cancer Foundation" logo.
- Tag people – you can thank your sponsors and friends who've made a donation on your social media channels by tagging them. This will appear on their feed and is another way of acknowledging their contribution. Don't forget to tag NBCF!
- Hashtags – Don't forget to tag your posts with related hashtags, for example #NBCFAus #zerodeathsby2030.
- Facebook is a great way to tell people about your fundraiser and to create two way conversations about your fundraiser. Consider creating a Facebook event and invite all your friends. Make sure you include details of your online fundraising page and the date, time, location and any other relevant information.
- Don't forget about Instagram and Twitter.

Tell us

You can share what you're planning by using the hashtag #NBCFAus or speak to us directly by using the handle @NBCFAustralia on Facebook or @NBCFAus on Twitter and Instagram.

