

Publicising your event

Factsheet 3

Posters and flyers

- Use our poster templates (contact us) to advertise your event locally.
- Place them on local noticeboards and ask shops to display them in their windows.



'What's on' guide

- Local newspapers, community publications and websites usually have a section for listing events.
- Contact the editor or administrator and ask to be included.

TOP TIP Make your poster colourful and fun!

Social media

- Promote your event on your favourite social media channels - Facebook, Twitter, Snapchat and Pinterest are just a few.
- Make good use of additional materials such as video and photos.
- You could also post your event on Linkage's social channels and get inspired by other people's fundraising achievements.



Other materials

- If the event is sponsored, we can provide you with forms to help you collect sponsorship as well as buckets and collecting tins.
- If you are holding a raffle and tickets are being sold and drawn during the event, cloakroom tickets are acceptable.
- IF tickets are being sold in advance of the event, you will need official two part raffle tickets. Contact us for advice.

JustGiving and JustTextGiving

- JustGiving is an easy way for people to donate.
- The service is secure, efficient and reliable and every page can be tailored and personalised.
- There is also a 'text to donate' service.
- Visit justgiving.com/linkage and justtextgiving.com.
- For hints and tips on using JustGiving please contact us.

JustGiving™

Press releases

- The local media are often looking for stories about people who are doing extraordinary things.
- The best way to get noticed is to write a press release.
- Use our template press release (available online or contact us) to put together your very own story and email it to the editor.
- Follow up with a phone call to make sure they have received it.
- A picture is worth a thousand words. Take photos and videos and use them on social media pages and in the local media to raise more cash after your event.
- Make sure you get consent from the people you photograph (contact us for consent forms.)