

# SHOUT ABOUT IT



## WHY?

Sharing your fundraising news with local media can be a highly effective route to increasing community support and awareness about the fight against malaria.



## HOW?

It is best to get in touch with local news teams (newspaper and radio) by phone at first. Then follow up with details on email, you can also adapt the template on page 10.



## WHERE?

Please post your news onto your Facebook page, update your Facebook status and Twitter feed and ensure your news is up on any other sites you're on.

## OUR GUIDE TO TARGETING YOUR LOCAL PRESS

Contacting local media about your fundraising activity can not only help raise vital awareness about fighting malaria, but it could help boost your fundraising and inspire others to get involved.

Local media love stories about local people doing interesting things! You can capitalise on this. Below is some more information about what to do. If you do manage to secure any coverage then we'd love to see it. Please send links and clips to [info@malariafmore.org.uk](mailto:info@malariafmore.org.uk) or post them on our Facebook page: [facebook.com/malariafmoreuk](https://facebook.com/malariafmoreuk).

**1 Find contact details for your local newspaper and radio station.** You can find these in the paper itself or online. If you have a specific query or can't find some information you need please contact our Media and Communications Manager Roz Hobley who can share contact details with you. Email: [info@malariafmore.org.uk](mailto:info@malariafmore.org.uk)

**2 Write a short press release about yourself using the template overleaf.** A press release is a short document that explains what you're doing. It needs to be punchy, clear and accurate. It should include an emotive quote in your own words that highlights why you're getting sponsored for Malaria No More UK and your thoughts on your fundraising challenge or activities.

If possible, please submit a high resolution photo of yourself doing something linked to your fundraising challenge.

**3 Call the newspaper or radio station and ask to speak to the news reporter who covers your area.** Ask a friend or family member to listen to your initial 'pitch' for practice. Then when you make the call, be ready to explain your activity to them. They will hopefully ask you more details and you can send your press release and pictures.



## SAMPLE PRESS RELEASE

Local [insert your job title e.g. fireman] joins the buzz against malaria, raising funds to help save lives .

Local man / woman, [insert your name] a [insert your job title e.g. fireman] from [insert where you live] is raising funds to save lives from malaria (insert date) by taking part in a [insert details of your fundraising activity] for charity Malaria No More UK.

Malaria is a preventable and treatable disease that remains a leading cause of poverty in Africa and claims the life of a child every two minutes. Malaria No More UK works tirelessly to end this and is part of a global movement to end suffering and deaths with a focus on Africa, where the vast majority of deaths take place.

[Insert your name] was inspired to raise funds for the charity after [insert some brief details about why you're supporting Malaria No More UK and why you'd like to help bring about an end to deaths from malaria – be sure to include any personal motivations you might have, such as first-hand experience of malaria].

[Insert your name] said: *"I was staggered to discover that each year 438,000 people are killed by this preventable and treatable disease. £5 is enough to buy, deliver and hang a mosquito net for a family in Africa, helping to protect a mother and child from malaria, so I know that every penny I raise is going to make a massive difference."*

*"I was drawn to Malaria No More UK's inspiring and important mission to end deaths from a disease that still claims over 1,200 lives in Africa every day, mainly young children and pregnant women. This is appalling given that malaria is preventable and I want to play my part in changing this for better."*

*"I decided to get sponsored for Malaria No More UK because malaria is a massive, ongoing cause of poverty in Africa. I was shocked to learn that this preventable disease costs Africa £8 billion a year. It also devastates community life and stops people from working and looking after their families. I want to help end this".*

Money that [Insert your name] raises will help support Malaria No More UK's vital work to save lives through malaria prevention, treatment and education programmes in Africa.

To support [Insert your name] in his / her fundraising efforts, sponsor him / her now by visiting [www.\[insert your online sponsorship page address\]](#).

[Insert your name] is available for interview, please contact: *Insert your contact details*

Links:

Sponsor *(Insert your name)* at *(Insert your fundraising page)*

Follow *(Insert your name)*'s progress on Twitter/Facebook *(insert your details)*

For more information about the fight against malaria and how you can help then please visit [www.malarianomore.org.uk](http://www.malarianomore.org.uk)

NOTES TO MEDIA:

Malaria No More UK works tirelessly to save lives from malaria, one of the world's biggest, preventable killer diseases that claims the life of a child every two minutes. The charity inspires public, political and private sector support for the malaria campaign and invests in innovative, impactful programmes to save lives in Africa where 90% of all malaria deaths take place.

[www.malarianomore.org.uk](http://www.malarianomore.org.uk) /@malarianomoreuk

