

Ways2Raise

ways2raise.co.uk

Press Release Template

Get local press coverage for your fundraising

Free to use. Designed to be improved in Canva.

Why Local Press Coverage Matters

A feature in your local newspaper or on a local news website can drive hundreds of visits to your JustGiving page and generate significant donations from people who have never met you. Local journalists are always looking for positive, human-interest stories -- and a teenager raising thousands of pounds for an adventure abroad is exactly that.

TOP TIP

Send your press release by email to the news desk of your local newspaper. Follow up with a phone call 2-3 days later. Include a high-quality photo of yourself (smiling, ideally doing something related to your fundraising). Journalists are much more likely to run a story if you provide a good photo.

PRESS RELEASE TEMPLATE

FOR IMMEDIATE RELEASE

[Date]

[YOUR HEADLINE -- Make it punchy and human, e.g.: 'Local Teen Raises GBP3,000 for Wildlife Conservation Expedition to Kenya']

[TOWN], [DATE] -- [Your Name], [Your Age], a student at [Your School] in [Your Town], is on a mission to raise [GBPAMOUNT] for [a brief description of the expedition, e.g., 'a life-changing conservation expedition to Kenya with expedition provider [NAME]'].

[Your Name] has already raised [GBPAMOUNT RAISED] through [list 2-3 fundraising activities], and is now [X]% of the way to [his/her/their] target. [He/She/They] is appealing to the local community for support to help [him/her/them] reach the final [GBPREMAINING].

Speaking about [his/her/their] fundraising journey, [Your Name] said: "[INSERT A GENUINE QUOTE -- something heartfelt about why you're going and what it means to you. 2-3 sentences.]"

[Add a sentence about your school or a teacher's quote if possible, e.g.: '[Teacher Name], [Your Name]'s [Subject] teacher at [School Name], said: "[Name] is a fantastic ambassador for our school and we are incredibly proud of [his/her/their] determination and hard work.'"]

Anyone wishing to support [Your Name]'s expedition can donate at [YOUR JUSTGIVING URL] or follow [his/her/their] fundraising journey on Instagram at [@YOUR_HANDLE].

ENDS

For further information, please contact:

[Your Name]

[Your Email]

[Your Phone Number]

