



## TIPS ON HOW TO PROMOTE YOUR FUNDRAISING EVENT

To help you make your event as successful as possible, you may want to consider these thought starters to help promote your event:

### *Tell Someone!*

- Word-of-mouth is incredibly powerful. Connect with your own circle of friends, family and work colleagues. Encourage them to attend and ask them to pass on event information to their friends and family as well.
- Post leaflets or posters around your local area or even the area surrounding your event, such as in shopping centres or on community notice boards.

### *Go Online*

- Social networking sites such as Facebook and MySpace are excellent ways to promote events. Why not create a Facebook event, invite all your friends, and encourage them to invite their friends also. This is a fast, free and effective way to get the message out there.
- Become a fan of the McGrath Foundation on Facebook and share the details of your event with the McGrath Foundation's online community.
- Post details of your event on community websites. Most local papers or local councils have online community noticeboards which allow you to post your events. You may also want to use larger community event websites such as:

<b>National</b>	
<a href="http://www.gumtree.com.au">www.gumtree.com.au</a>	<a href="http://www.communityguide.com.au">www.communityguide.com.au</a>
<a href="http://www.whereilive.com.au">www.whereilive.com.au</a>	<a href="http://www.ourpatch.com.au">www.ourpatch.com.au</a>
<b>Melbourne</b>	
<a href="http://www.onlymelbourne.com.au">www.onlymelbourne.com.au</a>	<a href="http://www.thatsmelbourne.com.au">www.thatsmelbourne.com.au</a>
<a href="http://www.vicnet.net.au">www.vicnet.net.au</a>	<a href="http://www.evillagemelbourne.com.au">www.evillagemelbourne.com.au</a>
<a href="http://www.melbourneexchange.com.au">www.melbourneexchange.com.au</a>	<a href="http://www2b.abc.net.au/local/melbourne/diary/index.htm">www2b.abc.net.au/local/melbourne/diary/index.htm</a>
<b>Perth</b>	
<a href="http://www.perthexchange.com.au">www.perthexchange.com.au</a>	<a href="http://www2b.abc.net.au/local/perth/diary/index.htm">www2b.abc.net.au/local/perth/diary/index.htm</a>
<a href="http://www.enjoyperth.net/submit-event">www.enjoyperth.net/submit-event</a>	

<b>Sydney</b>	
<a href="http://www.whatsonsydney.com.au">www.whatsonsydney.com.au</a>	<a href="http://www.cityofsydney.nsw.gov.au/WhatsOn/html/custom/2199-sydney-event-calendar.asp">www.cityofsydney.nsw.gov.au/WhatsOn/html/custom/2199-sydney-event-calendar.asp</a>
<a href="http://www.villagevoice.com.au">www.villagevoice.com.au</a> (covers selected Sydney suburbs)	<a href="http://www.timeoutsydney.godo.com.au/index.cfm">www.timeoutsydney.godo.com.au/index.cfm</a>
<a href="http://www.sydneyexchange.com.au">www.sydneyexchange.com.au</a>	<a href="http://www2b.abc.net.au/local/sydney/diary/index.htm">http://www2b.abc.net.au/local/sydney/diary/index.htm</a>
<b>Brisbane</b>	
<a href="http://www.brisbaneexchange.com.au">www.brisbaneexchange.com.au</a>	<a href="http://www.brisbane-australia.com/classifieds">www.brisbane-australia.com/classifieds</a>
<a href="http://www.ourbrisbane.com/whats-on/events">www.ourbrisbane.com/whats-on/events</a>	<a href="http://www.cracker.com.au/brisbane-qld/community/events-gigs-nightlife/classifieds.htm">www.cracker.com.au/brisbane-qld/community/events-gigs-nightlife/classifieds.htm</a>
<a href="http://www2b.abc.net.au/local/brisbane/diary/index.htm">www2b.abc.net.au/local/brisbane/diary/index.htm</a>	
<b>Adelaide</b>	
<a href="http://www.events.southaustralia.com">www.events.southaustralia.com</a>	<a href="http://www.adelaideexchange.com.au">www.adelaideexchange.com.au</a>
<a href="http://www2b.abc.net.au/local/adelaide/diary/index.htm">www2b.abc.net.au/local/adelaide/diary/index.htm</a>	
<b>Darwin</b>	
<a href="http://www.darwindiary.com.au">www.darwindiary.com.au</a>	<a href="http://www.abc.net.au/darwin/news/events.htm?section=add">www.abc.net.au/darwin/news/events.htm?section=add</a>
<b>Hobart</b>	
<a href="http://www2b.abc.net.au/local/hobart/diary/index.htm">www2b.abc.net.au/local/hobart/diary/index.htm</a>	

### *Got the gift of the gab?*

- Contact your local radio station to help support your event – Use Google ([www.google.com.au](http://www.google.com.au)) or the White Pages ([www.whitepages.com.au](http://www.whitepages.com.au)) to find the radio station's number and ask for the news desk.

### *Get it in print*

- Local media love a local story – grab your local paper and call the newsdesk to inform them of your event.
- Want to show off your good work? Consider inviting your local paper along to cover the story on the day of your event.
- Pictures tell a thousand words – provide your local paper with good quality pictures from your event to help tell the story if they will be covering your event on the day.

### *Put it in writing – tips for writing a media release and pitching it to your local paper*

- If you want to put your writing skills to the test, keep in mind the following when drafting your media release:
  - The fact you are having an event is not news, but *why* you are hosting the event is. Tell the *story* of why this event is important, what you are hoping to achieve and why you have chosen the McGrath Foundation as your charity of choice.
  - Keep it simple – A good guide is to include the most important information in the first part of the media release followed by the least interesting. You don't need to write the story for the journalist, but including all the important information is key.
  - Have spokespeople available to interview or provide comment – consider including a quote from the host of your event to make the story more interesting.
  - Make sure you include all of the essential details for the event, including the date, time, location, cost as well as contact details for any enquiries.
  - Remember to proof your release to check for spelling and grammar to ensure your event looks professional – ask a friend to review it for readability and sense.
  - Call the newspaper first to find the best contact to send your media release through to. Usually the newsdesk is the best contact, but they may have a community events reporter who will be more appropriate to send it to.
  - Make sure you follow-up with a phone call to make sure they received your release and to see if they need any further information.
  - Send it to the McGrath Foundation for approval – allow at least a week for a response.

### *What Now?*

- Once you've hosted your successful event, take photos or videos from your event and post them on Facebook, MySpace and YouTube in order to create interest about your event which will, in turn, help you publicise any future events.
- Keep a contact list of all the people who attended your event so you can invite them again next year!

### REMEMBER

All materials (including posters, media releases, fliers etc) MUST be submitted to the McGrath Foundation PRIOR to printing and distribution.

