



Getting publicity for your MS Society fundraising challenge

You've filled out the template fundraising press release with all your details - so how do you get your story into your local paper or onto your local radio station?

- Find out what local newspapers and radio stations cover your area.
- Contact them a couple of weeks before your event/challenge.
- Find out their contact details online - call the main number and ask to be put through to the news desk.
- Explain your challenge (briefly) and ask if you can have email address to send the press release through to.
- When you email your press release, send it in the body of the email (rather than as an attachment - it makes it harder to ignore!).
- If you're sending a press release to a newspaper, make sure you also email a good quality photo of yourself as they're more likely to cover a story if it has a photo to go with it. If you have a photo of yourself in an MS Society t-shirt - even better. Send as an attachment, not in the body of the email.
- If you don't hear anything, don't panic. They may just run your story without needing to ask any extra questions. If you have time, you could make a follow up call after a week to see if they are going to feature your story.
- Getting your story in the press can be a little hit and miss - there's no guarantee they'll cover anything or that it will bring you more sponsorship, but it's always worth a go. Good luck!

Need support?

Contact the MS Society Press Office by calling 0208 438 0700 and asking to be put through to the Press Office or by emailing pressoffice@mssociety.org.uk