

Whether your aim is to get the community involved, encourage donations or share news on your success, the following top tips will help generate awareness for your Do It For Cancer.

## Local media

Although media coverage is never guaranteed, informing journalists and editors about your fundraiser, and why they should cover it, is an effective way to reach more people. Media outlets include newspapers, magazines, radio, TV and online publications. Published content differs from advertising in that it's free and is often seen as more credible. It also provides the opportunity to tell a great story in ways advertising is unable to. Put simply, good stories published in the press can really make your event a success.

## What makes news?

News is anything of interest to the general public. The type of news covered by media varies depending on the size of your town or city, with smaller publications such as community newspapers more likely to publish local news than major metropolitan titles. The best stories are about people, not events so focus on the 'human' element to what you're doing. Explain the reason why you are fundraising for Cancer Council. This may be because you have been personally affected by cancer or know someone who has. Focus on the exciting and different aspects about your event. The media love quirky or original ideas.

## When and how to approach your local media

Think about how far out from your fundraising event you need to start telling people about it, and time your approach to media to fit in with this. Generally one month prior is a good guide. Contact an editor or producer via email and follow up with a phone call. Remember to provide vital information, but keep it succinct. A catchy story shouldn't need too much explanation. It is a good idea to have some images or an idea for a great photo in mind to help get your promotion in the media. Don't forget to also share the success of your fundraiser after also.

## Social Media

Social media has become one of the world's most popular communication channels and has the power to bring people together and reach an audience in a short period of time. Sharing your fundraising page through your Facebook, Instagram and or Twitter pages will help spread the news about your event. In addition to this, Cancer Council's Do It For Cancer has an online community on Facebook and Twitter is a great place to be inspired, share your stories, ask questions and engage with other big-hearted supporters like yourself. To post an update or share photos or videos, head to the Do It For Cancer [Facebook page](#) or [Instagram](#).

## Still not sure?

If you have any questions or would like some advice on whether a story would be of interest to the local media, please give us a call at Cancer Council 1300 65 65 85 or by email at

[doitforcancer@nswcc.org.au](mailto:doitforcancer@nswcc.org.au)