

Alzheimer's Research UK fundraising press release template guide

The template aims to help you write a press release to increase publicity for your fundraising. Local media can be a great way to shout loud and proud about your brilliant efforts!

Your template is a guide, so do feel free to adapt it as needed and add any more information you feel is relevant to your story.

If you are including details or images of a relative with dementia it is important to ensure other members of your family and the person with dementia (if they are able to give consent) are happy with this. Only include details you would be happy seeing in a newspaper or online.

Step-by-step guide:

1. Fill in the red blanks in the press release template, remove the brackets and change the text to black.

Your quotes should explain your reasons for supporting dementia research.

If you have any quirky or fun facts, or stories about your motivation that tie in to the local area, remember to mention them as they are more likely to make your story stand out. For example, if your loved one worked at a local shop for 50 years.

To find examples of similar stories, and the kind of wording used, have a look at www.alzheimersresearchuk.org/category/fundraising-news

If you have a fundraising event you would like to promote, add in a sentence or two with full details about it.

2. Add your contact details at the end of the press release, so a journalist can contact you if they need more information.
3. Double check the press release makes sense and all the details are correct. Don't forget to add the date at the top of the release.
4. Select or take one to three images to send with your press release. Photos need to be in as large a file size as possible. It is best to send the original picture files, as pictures saved from social media are likely to be too low in quality.

Suggested photos:

- A picture of you taking part in or training/preparing for your fundraising activity. If you have an Alzheimer's Research UK top please wear it.
- A picture of you and the relative you are fundraising in honour of (if applicable). Alternatively, a picture of your relative on their own.

5. Send your press release by email to your local newspaper, radio station etc, remembering to attach your images and use your headline as the subject line.

You should send your email to a 'newsdesk' or generic team email to ensure it is picked up. This email address can usually be found in the 'contact us' section of the website, normally found at the bottom of the homepage or in the menu bar. If you have your own media contacts you can use those instead. For the best results send emails to news outlets separately and tailor them to the individual or outlet.

Note: If you've sent your press release with large photos attached, and you get an email back saying that it couldn't be delivered due to the size of the images, you will need to send the press release again without the images **or it won't have been received**. This time, mention that you can share images separately if the publication wants them.

Tips for interviews

If you're successful, you may find a newspaper journalist or radio presenter asks to interview you – this means you get the chance to put across what you're doing and why. They will mainly be interested in hearing your story in your own words, but there are a few tips to help you when taking part in an interview:

- Try to mention **Alzheimer's Research UK** in full – and assume that the journalist and their audience won't know anything about the charity.
- You could mention that there are nearly 1million people in the UK living with dementia today, and that number is forecast to rise as the population ages.
- Think about ways to paint a picture, such as by giving a real sense of how tough your training is. If applicable, also talk about how your family has been affected by dementia. These details often stay in people's minds longer than facts and figures.
- Above all, relax! The journalist is simply interested in finding out what you're doing and why, so explain it to them as you would to a friend. If there are details you'd rather not share or questions you don't want to answer you can say you would prefer not to answer that or omit from giving specific details.