

# Big House HEROES

## HOW TO WRITE A PRESS RELEASE...

### OUR TOP TIPS FOR WRITING A PRESS RELEASE...

**1. Make sure you have a story that's 'news'...**

You have to have something new and important to say, something with a newsworthy angle.

**2. Target a specific media sector...**

Like anything you write, think about your target audience. Who will be reading the article in the newspaper you've chosen? Who will be listening to the radio station you're hoping will feature you? What would they be interested in? How could you capture their attention?

**3. Answer the six big questions...**

Your press release needs to answer six questions:

Who? Who are you wanting to talk about.

What? What are you doing i.e fundraising event.

Where? Where will the event be taking place.

When? What is the date of the event you're holding.

Why? Who are you raising money for and why - what is the cause of the campaign.

How? How are you planning to raise the money.

**4. Use this example to structure your press release...**

Start with a headline - Make it as relevant as possible by including the key features of your story in just a few words.

Add your location and date.

Capture your audience's attention in your first two sentences.

Include a quote - this could be from you or the relevant person within your organisation.

End your press release with a conclusion to your fundraising, what do you hope to gain from this?

Add a high quality image of your event or relevant fundraising team.

- 5. Research into the publication you are trying to target, who regularly works on their fundraising articles - who is most likely to be interested in your article? Pick up the phone and give them a call - this will massively increase the likelihood of a favorable response.**

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### SCAN ME

