

Big House HEROES

PROMOTE YOUR FUNDRAISER...

OUR TOP FUNDRAISING TIPS FOR USING TWITTER, FACEBOOK AND INSTAGRAM:

- Share your event via your social media channels, tell your audience what you're doing and why.
- Share a link to your online fundraising page.
- Follow relevant people (local businesses and important people within your community), if they follow you back it might open up new opportunities for them to help you with your events or even donations.
- Ask family, friends and colleagues to share your event on their social media.
- Mention & follow us on social media, we would love to see your events/updates.
- Communicate with people outside of your following by using relevant hashtags e.g. #Wentworthwoodhouse #Rotherham.
- If you're hosting an event, create an event on Facebook to invite friends and followers.
- Download our social media images [here](#) and share them across your social media channels.

GET YOUR LOCAL MEDIA INVOLVED:

Publicising your event in the local media is a great way to attract support - not only will it draw attention to the event you're hosting but will also raise awareness of the campaign you're supporting. Start by finding your local newspapers contact details in their most recent edition or online. Remember, it's always worth following up your press release with a phone call.

Tips for putting together a press release:

- Register your event and receive expert guidance on event promotion from our team.
- Download our online materials [here](#) to help you pull together the information needed for a press release.
- Take a high resolution photo to go alongside your press release.
- Contact your local newspaper and send them your press release and photo.

Tips for taking a good image to promote your event:

- High resolution: In order for a journalist to use your photos, they need to be a good size and quality.
- Having a variety of images is great as it allows your audience to visually understand what you're doing and why.
- Try and take photos in places where there is good lighting - this way your images will appear at a much higher quality.
- Remember to take photos with both portrait and landscape orientation (this will benefit the journalists and will also ensure your images are adaptable across numerous social media platforms).

FIND OUT MORE....

Follow us on social media:



Wentworth Woodhouse



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@OfficialWentworthWoodhouse



@wentworth_woodhouse

SCAN ME

