



Find out how to get your fundraising activity known about.

Publicity plans

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Don't hide your light under a bushel, get out there and let people know about your event. If you want to sell tickets or get the public to just turn up, then energetic promotion is essential. Local media runs hundreds of fundraising stories every year, so you can be confident that they will be interested to hear from you.

Though it focuses on the Bookstart programme the [Bookstart website](#) gives some very sound advice for people new to using media to promote an event.

The Diocese of Ely also give some great advice on writing press releases, handling radio and TV interviews and other useful [media tips](#). As does the [BBC Action Network](#).

For a pretty comprehensive guide to all sorts of media resources, try the [volresource.org.uk](#) website.

YOUR OWN ONLINE PRESENCE

You may find it useful to have your own website for an event, so that you can tell people about it via email and post volumes of information that you don't have room for on other media.

Microsoft offer a simple website that is very easy to build, [free of charge](#). Alternatively, you can set up a page on one of the social network pages, or one of the [online giving pages](#). Of course the advantage of an online giving page is that people can make a donation, but you may not have all the space you want. Try [hyperlinking](#) from your website to the online giving page, it may be easier than you think!

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