

Publicise your fundraising

Flyers and posters can be displayed in shops, community centres, schools, libraries and local businesses. You may even be able to secure sponsorship from a local company to cover the costs of printing.

- [Download our poster, flyer, and event invitation templates](#) to create your own eye catching publicity materials.



- If the above publicity materials do not suit your purposes you may produce your own designs. Materials such as flyers, posters and tickets must include the charity name and registration number. Any use of Alzheimer's Society's logo must adhere to our brand guidelines and be approved by our marketing team before distribution. The words 'in aid of' must appear in front of the logo. Please email events@alzheimers.org.uk if you would like to design your own materials.

Shout about it in the media

From free papers and online news websites, to regional radio and community newsletters - the local media is extremely diverse. It is full of opportunities to publicise your fundraising efforts and raise awareness of the important work of Alzheimer's Society.

Generally a good media story involves a local angle, interesting facts and figures, a human interest story that readers can identify with and a good photo opportunity. Try to include a photograph of yourself in an Alzheimer's Society t-shirt - you can order this using the materials order from from [your fundraising pack](#).

- **Think ahead** - Give yourself plenty of time to plan publicity around your fundraising event. Announce the date of your event well in advance. Contact your local radio and TV station and ask for the forward planning desk. Call the picture desk at your local papers to remind them to put it in the diary.
- **Send a press release** - Use the sample press release from your fundraising pack or create

your own. Publicise your fundraising with a press release before the big day and follow up with one afterwards to announce your success. You can [download our sample press releases here](#).

- **Be persistent** - Don't feel shy about ringing journalists to check they've heard about your event.
- **Word of mouth** - Don't underestimate word of mouth. Make sure all your friends and families know about what you are doing and get them to help out in promoting your event. Remember the more people that know about what you are doing the more potential sponsors you have.
- **Use online opportunities** - Post your event details on Twitter, facebook and any other social networking sites that you use. Does your area have a local 'What's On' website? Try to get your event listed there too.
- **Be ready on the big day** - Be sure to take photographs and use these for a story after the event.
- **Always include the link to your [online fundraising page](#)**

If you require further assistance with media coverage and publicity please contact our Press Office on 020 7423 3595 or email press@alzheimers.org.uk

Alzheimer's Society National Dementia Helpline

England, Wales and Northern Ireland: 0300 222 11 22

9.00am-5.00pm Monday-Friday

10.00am-4.00pm Saturday-Sunday

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