

## Promoting your event

This page gives information on promoting your event, both for sponsored events and community fundraising events.

### Getting media coverage

Local newspapers and radio love news about local people doing interesting things. If you have a special reason for taking part in an event, or are involved in an event that's a little bit different, the chances are the local press will want to know about it. For sponsored event, media coverage can help you raise more funds, and if you are organising a public event, it can help you attract more people. All media coverage also helps spread the word about Traidcraft's work.

Follow these tips to maximise the chances of your story getting noticed:

- Use our draft event press release and tailor it for your event.
  - If you are taking part in a sponsored event, such as the Great North Run, [download our sponsored events press release](#).
  - If you are organising a community event, such as a coffee morning, [download our community events press release](#).
- Send some good quality photos with your press release. Your photo needs to be good quality. On a digital camera, make sure it is on the highest quality setting. Subjects should be smiling and looking straight at the camera.
- Please [email us](#) a copy of your press release as we may be able to help you with publicity.
- Give the journalist a day or two to look at your release, then follow up with a phone call. This makes your story more likely to get noticed. Check if the journalist has received the press release and if they would like any further information.
- If you get your story in the local press, please send us a copy of the article.

### Promotional materials

- You can [order a set of three A3 posters showing Traidcraft's main aims of trade, support and influence from our webstore](#).
- We also have leaflets giving more information about our work. Email [fundraising@traidcraft.org.uk](mailto:fundraising@traidcraft.org.uk) or call 0191 497 6445 to order leaflets.

### Creating your own materials

If you would like to produce your own publicity materials, please make it clear that you are fundraising in aid of Traidcraft Exchange but that you do not represent Traidcraft Exchange. Please state our registered charity number, 1048752 on all publicity materials.

If you are producing your own publicity materials that are to be circulated to or viewed by more than 500 people, they must be approved by Traidcraft's communications department.

- For more information and contact details for our communications team, [read our brand guidelines policy](#).
- [Download Traidcraft's logo](#).