

Publicising your event

Fundraisers can produce their own promotional material in support of their fundraising event.

Such material should always state that ACT is a registered charity - number 1048868 and include the ACT logo saying clearly the purpose for which the funds are to be raised. ACT request that all promotional material be cleared with ACT.

Hints and tips

Whenever you plan an event it is always worth telling your local paper/free papers and local radio stations. A mention in the local press can be invaluable in raising your profile. Getting free advertising for your event and engaging local businesses. Building a good relationship with your local media can really pay dividends - so make sure you get a mention.

- Think about where you can publicise your event in your local area ie. where you can place posters, display leaflets etc and **remember websites**
- ACT may be able to advertise your event on the ACT website
- You can set up a sponsorship page on **www.justgiving.com/act**
- If you are taking on a big event by yourself perhaps you could find people in your area who can lend a hand, it can be their time, money, prizes, a venue or quite simply, advice
- Wherever you choose to publicise your event, always speak to people working there and let them know what you are doing so they can pass the word on
- Be clear and concise in your publications
- Use spell check – and get someone else to read your work
- Send any artwork / press releases to ACT for approval first to act@addenbrookes.nhs.uk

Thank you .. Good Luck ... and please ... keep in touch !!!