

Step 4: Publicise

To get maximum attendance and donations for your event, publicise your fundraiser as much as possible. Here are some tips on how to publicise across all the different channels available to you.

Our Website and Social Media

Send us your information, when we have this information we can advertise your events on our website and add it to newsletters & social media. After the event, let us know how it went so that we can update our followers and gather examples of best practice. Also please do send over any event photos.

Posters

Design a poster to advertise your event, giving the date, time, location and other relevant details. Do this well in advance so that you can print and distribute the posters a few weeks ahead of the event.

Emails

If you have any mailing lists or relevant email contacts, send them a message about what you are planning, where it will be happening etc. Attach your poster and tell people how they can find out more (e.g. by signing up to your Facebook event page). Add details of your event to your email signature, including the link to your online fundraising page.

Facebook

Set up a Facebook event and invite all of your friends & contacts. Add photos and give regular updates in the run-up to the event.

Twitter

Tweet regular updates in the run-up to the event. Links to the facebook event to signpost followers to further information.

Newsletters & magazines

Write a feature for a local newsletter or county magazine.

Print, TV & Radio

Decide what media would be best suited to advertising your fundraiser. Contact the organisation, explain what you are looking for and ask for the right contact.

Send over a press release: try to keep it to a single A4 sheet, give details of the event and explain a bit about what Women's Work do. If possible, make it personal and think about how you can best relate to the particular audience.

Corporate Support

Charity of the Year: Does your company nominate a Charity of the Year as part of your social responsibility strategy, If so, please consider nominating, Women's Work.

Other ways to get involved at work:

- **Run for us** - Take part in the London Marathon, by yourself or as part of a team at work.
- Undertake a challenge for us - Organise a team-building activity such as a trek or skydive
- **Organise an event**- hold a dress down day, lunchtime quiz, cake sale, or raffle, all are great ways to get colleagues involved, raise awareness and vital funds.
- **Matched giving** - find out if your company would consider matching what you or your team raise, doubling your fundraising total
- **Payroll giving** - the most tax effective way to give - direct from your pay. If your workplace does not have a scheme in place for information on how to get one started visit: [Payroll Giving: Approved Agencies](#)
- **Donate your skills and expertise** - You can register your team/company on our Skills Bank.
- **Donate online or by text now** - text WOMENSWORK to 70085