Contacting your local media to let them know about your fundraising event is not as time consuming or difficult as you might think.

It can be a fantastic way of letting lots of people know about what you are doing and raising further support for your event. We would suggest:

• Getting in touch with your local newspaper, TV and radio station a few weeks before your challenge or fundraising event and sharing key details with them. If possible, you can invite them to attend on the day so they can write a story or take pictures of your efforts. It’s a good idea to include full contact details so a journalist can get in touch for more information.

• After your challenge or event, update your media contacts on how much you have raised and include high quality pictures from your event.

• Please direct the journalist to our website for more information about our work or ask them to contact us should they need anything else to support their story, such as a quote from someone at Mary’s Meals.

• A photo can speak as much, or more than words. If you are taking your own photos, sending a high-quality image (e.g. training for a sporting event) will personalise your message. If there are any children under the age of 16, please obtain parental permission for the photos to be used. Record the names of everyone in the photo.

We love to hear about the different ways people are fundraising for Mary’s Meals! Let us know about your efforts by contacting info@marysmeals.org and where possible we may be able to share your story on our Twitter page or supporters’ magazine.