

Promoting Your Event

If your event or fundraiser is open to the public and you would like to raise awareness of it, there are a few ways you or your organization can promote it, including through media outreach and social media.

MEDIA OUTREACH

As the event organizer, you are the best person to promote and advocate for your event. Below are a few tips on how to secure media coverage.

Editorial coverage

- Research media outlets, including local newspapers, TV and radio stations and gather their newsroom contact details. Typically, most media outlets have a general email address or phone number to directly contact their newsrooms.
- Prepare a media advisory: writing and distributing a media advisory is an effective way to invite local media to your event. The day before your event, send local media contacts the media advisory inviting them to attend the event. To assist you in writing an advisory, you can use the advisory template we have provided for your event.
 - Ensure you describe your event’s fundraising purpose as “in support in BC Children’s Hospital Foundation”
 - Ensure you include in your media advisory any compelling or unique details about your event that help it stand out as different from others.
 - In your media outreach efforts, be sure to clearly explain why you are fundraising and who or what inspired you.
- Spokesperson: ensure you have a spokesperson available at your event who has been briefed on, and can effectively deliver, your key messages.

Event listings

- Research local media outlets: Many local newspapers, TV and radio stations and community blogs have a community events listing page. Submit information regarding your event a minimum of three weeks in advance for their consideration.
- Draft an event listing: Many publications provide a location online to list community events. These community event calendars typically require you to provide the following information:

Event Title: **Sarah's Baked Goods Sale for Kids**

Start date/time & end date/time: **July 27 9am-4pm, July 28 9am-4pm**

Location: **Cookie Lane**

Address: **1234 5th Ave**

Event description: **Sarah's baked goods will be for sale by donations with all proceeds going to BC Children's Hospital Foundation**

Website (if applicable): **<http://www.bcchf.ca/SarahBakedGoods>**

Social media

- Set up a Facebook, Instagram, and/or X account or website about the event and update it regularly with fundraising news, photos and videos. Make sure to share your social media channels with your media contacts and supporters.
- Tag @bcchf channels in your posts (whenever possible, @bcchf team will retweet/repost your content to help support your event)
- Mention you are fundraising "in support of @bcchf"
- Promote and link to your online fundraising page