



AGE ACTION FUNDRAISING GUIDELINES

Top tips to make your fundraiser a success!

- **Set a fundraising goal.** Having a target to reach is a great motivator to you and anyone helping you to help reach your goal! There is no minimum amount you must raise.
- **Shout it from the rooftop:** Tell everyone you know about your fundraiser; by phone, by email, across your social media profiles. Advertise your event with the poster included in your sponsorship pack in your local shop, post office or pub. Remember to tell everyone the valuable work that Age Action does! The more people know the more they will give!
- **Follow up:** Remind your friends who have committed to donate and keep them updated on your progress. Make sure you thank everyone for their donation and send polite reminders to those people after the event who pledged sponsorship.
- **Matched gifts:** Find out if your company or workplace has a matching gift scheme, they may be able to double your fundraising total!
- **Don't be afraid to ask.** A lot of people aren't comfortable asking their friends, family and colleagues for money. But with a growing older population in Ireland, most people will have a personal connection to an older person they would like Age Action to be able to help if they ever need them! Don't hesitate to tell them your reason for supporting our work and ask for a donation - any amount will do. And remember, the worst thing anyone can do is say no.

Tell your story to get more attention!

Getting the local press to publicise your event can be a great way of adding to your fundraising total. The more emotion and feeling you put into your event, the more interesting it will be to the media.

Media relations and publicity guide

Public Relations — getting started

What's the story?

Sending a press release to the media is the first step to getting your story publicised, however before you even begin to write your release, you need to think about what you want to say.

Local newspaper and radio stations want to know about what's happening in their area, but they're also very busy and get lots of information sent to them each day.

To maximise your chances of getting coverage think about your 'news angle'. Is there anything about your event, or the people taking part, that could capture a reader's attention if they saw it in their local paper? Why is it relevant to them? Why would they want to read on? Is there something unusual or quirky about a team or theme? Does it have an 'X' factor? Is it a first, a last, the biggest, the smallest, the oldest, the youngest etc.

Try answering the question 'So what?' to help you get to the heart of the story! And remember, people want to read about people! So if you have an interesting, inspiring or emotional story —tell them!

Often a good way of getting some media coverage is to offer media a chance to interview a local person. A human interest story is always more interesting than a press release and can be used to get your message out there.

Who to contact?

Buy the papers – often reporters' names and contact numbers are published inside.

Look at the paper online - most sites give contact numbers and details of areas they cover.

Listen to your local radio stations – this will give you an idea of the kinds of stories or information they carry. Most will also have a website with details on the presenters and how to get in touch.

Who else should you tell? Local sports organisations, Local community groups, Local TD's and councillors, Chair of town council, Schools or youth organisations, Other relevant NGO's in your community

Some Tips To Remember!

Do your homework and find out the deadlines for your local newspaper. Local press usually like to have at least a week's notice as they tend to keep a diary of events. This is particularly important if you want to ask a photographer to attend!

Be efficient, make it easy for them to use your story A useful website to find out about your local media is www.medialive2.com

If you have any further questions please ask your contact at Age Action and we will try to help.

After you have issued your press release if you haven't had any coverage you may think about doing some follow up.

When following up be careful not to become a pest. A good strategy is often to revisit your release and ask yourself; was it relevant? Did you send it to the right person? Did you include an accurate header? Is there anything else you can offer them (interview etc.)? If the answer is yes, call the journalist and tell them about your story, ask them are they interested or can they cover this. This may be enough to bring the story to their attention or they may have some valuable feedback.

Photography (a picture paints a thousand words...)

A good picture opportunity will really help your story. Look at the kind of photographs your local papers use so you get a flavour of the kinds of pictures they might want from you. If you want to invite a photographer from your local paper to your photocall or event, you could include a 'photocall notice' in your press release.

You need to include clear, specific information including Time and Date, Location (be specific and include the postcode if possible) and What the picture will be (it helps if you can describe it) and Contact Details (include a telephone number of someone who will be at the photocall).

If the photographer can't attend, you can take pictures yourself and email them to the paper. If you want to send pictures, email them in 'jpeg' format. Try not to send more than two at a time as it can jam the reporter's inbox.

Most good press pictures have the following in common:

They tell the story without words - They capture your attention - They are animated

Press release guide

A press release is a written communication directed at members of the media for the purpose of announcing something newsworthy. A typical press release would be one typed page and would rarely be any longer than two. Every press release should contain the following elements;

- (1) The word 'press release' or 'news release'
- (2) A date
- (3) A headline that describes the release and attracts the interest of the journalist
- (4) The body copy. The main part of the release (four or five paragraphs).
- (5) The word 'ENDS' is generally used at the end of the body copy
- (6) For further information please contact - this includes your name and contact details
- (7) Note or Notes to the Editor: Any additional information they may be interested in.

And Remember!

Try to tell your story 'in a nutshell' in the first paragraph or introduction

Answer all the important questions - Who, Why, What, When, Where and How

Keep it short! Aim for 2-3 sentences per paragraph and don't use more than two pages

Write in the third person e.g. "Nifty Fifties Group launched their Positive Ageing campaign"

Include quotes from one or two people involved

Get the details right!

Include full names, ages, and areas people come from.

Always check the spelling of any names

Always include your contact number at the end so the reporter can call you

If you want to send a press release, use email.

It's a good idea to paste your press release into the body of the email because reporters sometimes have technical problems opening attachments

Write a simple headline for your press release (don't worry about conjuring up puns!) and put it in the 'subject' box

Sample Press Release

PLEASE READ AND THEN DELETE THIS BOX

This is a template press release to help you generate publicity for your event.

You need to add your specific details and, where appropriate, change the press release to suit your particular circumstances. Once you've made the changes, please print it and read it through to check that it makes sense.

How to use this press release template

Step 1. Save this template onto your computer

Step 2. (Red brackets): Put your specific information in the area indicated by the red brackets. Then delete the instructions and brackets and change the colour of the text to black.

Step 3. Print and read your press release to check it makes sense. Then send it, by email, to your local paper. It's a good idea to copy it into the main body of the email, rather than sending it as an attachment.

Press Release

(Insert date)

(Insert your header here – e.g. Knitting Contest to raise money for Age Action)

(Include second descriptive header if needed)

(Insert date) (First paragraph - Insert the most important details on your event, so that if someone only read the first paragraph they would know what is happening and what they should do to help. For example – Knitting Contest on Monday 22nd July at 2pm in the town hall to raise money for Age Action. The committee appeal to people across Cork to attend the event and help fund local services.)

(Second paragraph – Include any further detail here.)

(Third paragraph - You can include the reason why you are supporting Age Action.)

(Repeat specific call to action) For example - Those wishing to support the event can contact (insert contact details) - e.g. Joan Goodwin on 087 356 30 31 or Age Action on 01 4756989.

ENDS

For further information, please contact (insert your contact details. Include a mobile number if you have one).

Notes to Editors

(You do not have to use these – you can just add them if you feel they are relevant and want to give some background information or further detail not directly linked to the event.)

About Age Action

Age Action is a national charity, established in 1992, which works to improve the quality of life of all older people in Ireland, especially those who are most disadvantaged and vulnerable. Through our programmes and campaigns we work to enable older people to live full, independent and fulfilling lives. We also work closely to support the carers of older people.

Although the number of older people in Ireland is growing steadily, many face considerable difficulties such as the threat of poverty, age discrimination and inadequate access to quality services such as community care, the health services and rural transport. Age Action is working at local level with groups of older people, while also campaigning at national level to influence policy makers to address these problems.

Your support will help us to maintain, expand and promote our range of services:

- [Care and Repair Service](#), which carries out small repairs to older people's homes and also operates a home visitation service.
- [Getting Started Programme](#), which trains older people to use computers and the Internet to enhance their lives.
- [Dignity in Care Programme](#), which promotes the value and importance of dignity in care settings, improving the quality of care for older people.
- [Lifelong Learning Programme and University of the Third Age \(U3A\) Network](#), which support the establishment of groups of older people for educational and social get-togethers.
- [Information and Advice Helpline](#), which provides information and advice about rights and entitlements to the thousands of callers who contact this service each year.
- [Advocacy and Communications Service](#), which campaigns on a national and local level to improve the lives of older people in Ireland and protects their rights.

Fundraising Online

In addition to sponsorship cards, we encourage all our fundraisers to set up a free online fundraising page through our partner **EveryDayHero**.

Online fundraising is safe, easy and allows you to easily get the word out about your event by sharing across your social media profiles.

You can personalise your fundraising page with photos and videos and use it to tell your story about why you're raising money for Age Action.

Fundraising online makes it easier for supporters to donate - they can make a pledge towards your fundraising event or challenge using their debit or credit card, or through PayPal.

Creating a Fundraising Page:

In addition to collecting funds in person, you can quickly and easily create an online fundraising page and use it to tell your story.

Simply log into <https://nfp.everydayhero.com/ie/ageaction> and get started today!

More tips to make your event a success!

Whether you're a first time fundraiser or a seasoned professional we are delighted to have you on board!

- **Fundraising.** Know your budget and set targets for your income. Find as many ways as possible for the event to make money. Seek sponsorship in kind for things like your venue, facilities and prizes.
- **The details.** Pick an appealing theme or activity that people will be glad to get involved in, then find the ideal spot to suit.
- **Date.** Pick a date and time that will suit as many people as possible – and do your best to avoid clashes with major sporting events or religious festivals.
- **Guests.** Consider who your event is aimed at, who to invite and whether you want to put an upper or lower limit on numbers attending.
- **Planning.** Give yourself plenty of time to get everything done. Keep safety in mind and carry out a risk assessment if you need to.
- **Get the word out!** Use every channel available to you to tell people about your event. Be sure to reach the right people.

Promote your event

In order for you to make your event a success, you need to get the word out and raise as much awareness about it as possible!

On this page we'll give you tips on how to promote your event, as well as how to run it as smoothly as possible so you have as much fun as your guests do!

Promoting your fundraising event

➤ Get online - Create an online fundraising page:

Through our partners at EveryDayHero.com, you can quickly and easily [create a personal web page](#) to support your fundraising! Creating a page is free, easy and allows you to send out emails and post on social media and collect donations from your family, friends and co-workers. Your supporters can donate safely online using their debit or credit card or through PayPal. Funds are automatically transferred to our bank account, so you don't have to worry about sending in this money after your event – just the money you raise offline.

You can also use your page to tell your story by uploading a photo or a video that captures why you're raising money for Age Action. Having a compelling story on your page shows you really care about the cause and supporters will be more likely to give. If it is in memory of someone – tell their story too!

➤ Use social media - The more places you can promote your event, the better!

- ✓ **Create a Facebook Event** - Use your Facebook Page to create a Facebook Event dedicated to your fundraiser. Make sure it's updated with all the details--date, time, location, and include a link to buy tickets or donate to you if you have such a link.
- ✓ **Share your Facebook Event** - Invite all your friends, family and co-workers to your event using Facebook's built-in invitations. But don't stop there - start sharing your event on any Facebook Page that is a good match for your event. Share to the Age Action Facebook Page so we can re-share your event and draw more awareness to it. Consider sharing it on your local newspaper, church, school or company Facebook Page too.
- ✓ **Tweet it** - If you use Twitter, tag us ([@AgeAction](#)) so we can re-tweet your event!
- ✓ **Instagram it** - If you use Instagram, post a picture and tag us ([@AgeAction](#)) so we can re-post your instagram to raise awareness. (Should we have an Instagram A/C?????)
- ✓ **Google** - It doesn't hurt to use your Google account to post about your event in Google+. Even though not a lot of people use Google+ for social media, Google still favours Google+ posts in Google search results so it can't hurt to post about your event this way - if people are searching online for information about your event, this will make it easier to find.
- ✓ **Video** - Capture video, either before, during or after and post it on your YouTube channel. Consider using Facebook's new live streaming ability to broadcast your event live from your Facebook Page when it's happening!

➤ **Traditional promotions**

A clear, colourful poster with the details of your event and the fact you're raising money for a really good cause will go a long way towards creating a buzz and building a crowd for your event. Talk to our fundraising team about using our logo on your poster or fliers. Talk to your local media about getting coverage. We can help: ask our fundraising team for assistance if you need it or read our [guide to media relations and publicity](#).

➤ **Spread the word**

- **Email** - A quick email is a great way to tell your friends what you're up to. You can even send an 'e-invite' or 'meeting request' to keep them in the loop.
- **Letters** - How would you feel if a good friend or family member sent you a letter telling you they are organising a fundraiser in aid of a good cause and asking you to help them out with a donation or by coming along on the day? Would you say no? Of course not, and that's why this works.

➤ **During the event**

Stay cool: you should have fun on the day too!

Here are some simple guidelines to stay focused and organised on the day itself:

- ✓ Stick to your plan, but be flexible if you need to make changes.
- ✓ Make sure you have the committee delegated to different jobs so that one person isn't trying to do several jobs at once.
- ✓ Have a cash handling plan in place. Depending on your event you might be taking in a lot of sponsorship money or ticket money on the day and you won't want it sitting around all day unsupervised.
- ✓ Don't forget to include lots of ways for people to donate or support Age Action and don't be afraid to **ASK** - remember, this is a fundraising event so people will expect to be asked to donate.
- ✓ Have some donation buckets around the venue for people's spare change.
- ✓ Organise a raffle, auction or other activities that people can participate in exchange for donations.

Last but not least, **enjoy yourself!** Fundraising and supporting the work of Age Action should be fun so don't get too stressed, remember to enjoy the experience and feel proud!

➤ **After the event**

Say THANK YOU! Make sure to thank everybody that you speak to personally for supporting the event and let them know what it means to you and to those that will benefit from the funds you raise. If there is a microphone or an opportunity to say a few words, take it!

➤ **Lodge your funds**

The funds you raise during your event can be submitted online via our donations page – just remember to let us know if this is how you are transferring your money! You can also transfer your money by phone, by posting us a cheque or simply by dropping into your nearest Age Action office.