

8 TOP TIPS TO PUBLICISE YOUR SPORT RELIEF EVENT

SPORT RELIEF IT'S GAME **ON**
9-13 MARCH



You've gone all out organising something amazing for Sport Relief, so now you need to shout about it and get the whole community excited.

The earlier you promote your event, the bigger the crowd you'll attract and the more money you'll raise. And that means more lives changed, both here in the UK and around the world.

1 FIND OUT ABOUT YOUR LOCAL PRESS

What are your local newspapers and radio stations? Call them in advance to check they're the right people to cover your event and to give them further details.

2 WRITE A PRESS RELEASE

Download our template and make it your own by adding a 'hook'. What quirky things are you getting up to that will make your school stand out from the crowd? You could include a quote from your headteacher to add gravitas.

3 GET YOUR MESSAGE OUT EARLY

Your event may not be happening for a while yet, but there's no reason why you can't get some publicity going. Let your local community know what you'll be getting up to for Sport Relief and start building a buzz.

4 INCLUDE PICTURES

They say a picture's worth a thousand words, so when you send out your press release include some high-quality photos of your school warming up for the main event.

5 MOBILISE YOUR SCHOOL

Students, staff, families and friends can help too. Reach out to your community and see who can help publicise your fundraising.

6 BRING IN THE BIG NAMES

Contact local VIPs, like the Mayor or any famous alumni. Tell them all about your event and ask them to give you a quote about how brilliant the day will be and why Sport Relief is such a great cause to support. Don't forget to invite them on the day itself.

7 INVITE THE LOCAL MEDIA

You've told the local media all about your event, so why not invite them along on the day to let them see what you get up to?

8 DON'T FORGET SOCIAL MEDIA

Use your school's social media channels to let the whole world know your plans. Follow **@comicreliefsch** or search **#SportReliefSchools** on Twitter for fundraising ideas and the latest Sport Relief news.

We're always on the lookout for inspiring stories to feature in the media. If you think you've got a great scoop, email us at stories@comicrelief.com