



# SMALL CHARITY WEEK

19<sup>TH</sup> - 24<sup>TH</sup>  
JUNE  
2017

## Small charity press pack

Small Charity Week can be a good opportunity to be featured in local or national press whether you are involved in Small Charity Week activities or simply want to tell the press about your amazing work and the impact you have had.

Before you get started there are a few things you will need to consider:

### Key messages

It is important that before pursuing any press that the top three key messages for your organisation or for your news story are considered in advance, which will support you to make sure you stay on message.

Think about what the top three messages are and then make sure these are agreed by the relevant team members. Remember, any more than three key messages can be confusing.

### News Angles

Think about what potential news angles you could use to increase your chances of having your story covered. Think about what might specifically interest the journalists you are approaching, whether this is for local or national coverage. Things that usually work well are:

- Specific local 'hooks'
- Polls/surveys that will give you some good figures to use in your press release
- Using your strongest stories or case studies to get attention
- Anything that calls for a change of policy, which might then be used as an 'open letter' to a particular newspaper, is also worth considering.

### Key Speakers / Interviewees

Think about who your key spokespeople should be in advance and make sure you have all of the contact details that you need to be able to get a hold of them when you need them as sometimes you can be given very short notice for quote or interview requests. Key spokespeople can include:

- Your organisation's CEO or Chair
- Some of your beneficiaries
- Experts working in your field that support your organisation
- Any celebrity supporters
- Other high profile figures including politicians or corporate figures
- High profile donors

Make sure all are speakers and interviewees are aware they may be called on for a quote and that they know what your key messages are.

## Press contacts

Researching press contacts in advance will save you time when you want to get your press releases out quickly. Think about national press as well as local papers and magazines. Don't forget to send press releases to local radio stations and online publications.



Charity logo here

**SAMPLE PRESS RELEASE**

**xx xxxxxxxx 2017**

**Headline here that summaries the release**

Opening paragraph that explains the who, what, where, why and when. Make sure it is attention grabbing and sums up the gist of your story.

Second paragraph to provide more detail

Quote from the charity's CEO or other spokespeople – the quote should be relevant and aligned with the news angle. Avoid sounding like you are simply selling something.

Quote from Pauline Broomhead, CEO of the FSI said: “xxxxxxx” – please simply contact us on [info@smallcharityweek.com](mailto:info@smallcharityweek.com) and we will provide you with an appropriate quote for your press release if needed

Closing paragraph – Make it punchy and make sure your call to action for the audience is clear

Call to action

**ENDS**

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**NOTE FOR EDITORS:**

For additional information or interview requests with **[name of small charity]** please contact **[representative from that small charity name, phone and email]**

**[name of small charity and charity number]** is xxxxxxxx **[2-3 lines about what the charity does] + website address**

The FSI, Charity Number 1123384, supports the UK's vibrant small charity sector with training, advocacy and support programmes aimed at building sustainability and knowledge-sharing. Charities with an annual turnover under £1.5 million can access their programme of capacity-building services [www.thefsi.org](http://www.thefsi.org)

Small Charity Week was established in 2010 to celebrate the fantastic work of the small charity sector across the UK and to help raise awareness and funds for these organisations. Open to all charities with an annual turnover under £1.5 million, in 2017 there will be six days of themed activities including social media competitions, fundraising support and initiatives and a new small charity awards ceremony. To find out more visit [www.smallcharityweek.com](http://www.smallcharityweek.com) or [@SCWeek2017](https://twitter.com/SCWeek2017)

Small Charity Week is brought to you by The FSI, registered charity no. 1123384  
For further information contact [info@smallcharityweek.com](mailto:info@smallcharityweek.com)