Fundraising Media Guide

How to approach local media

Research media outlets such as newspapers and local television or radio stations within your local community, and find contact details for reporters, editors, or producers.

Make initial contact by picking up the phone, as it's often the quickest and easiest way to generate interest. Follow this up with an emailed version of a media release - a suggested template with relevant information about Look Good Feel Better is provided below.

Remember news outlets are on the hunt for the most engaging, current, topical and newsworthy stories for their readers, viewers and listeners. To give your story a competitive edge, be sure to emphasise how your event will benefit your local community.

It is important to note that, for the privacy of our participants, media cannot attend a Look Good Feel Better workshop without requesting approval at least 5 days in advance.

All media enquiries, requests for photography, and queries regarding written communication about the Look Good Feel Better program should be directed to the PR and Communications Manager at news@lgfb.org.au.

How to make the most of social media

Social media is a great way of promoting your fundraising activity. You could use Facebook, Twitter and Instagram to let potential supporters know what you're up to and by tagging @LGFBAustralia or using #lookgoodfeelbetter and #LGFBAustralia in your post, our Social Media team will be able to track your updates and may even repost them!

The more direct and punchy the update is, the greater reception it will receive on social media. Make your message short, sharp and clear and watch it spread across your network! Here are a couple of examples you can refer to:

Facebook
"(Town/Suburb) is fundraising for #LGFBAustralia workshops in our local community. Please come down and support (Event name) and help women in our community face cancer with confidence. Thank you for your support!"

Twitter
"(Town/Suburb) hosts (event name) for @LGFBAustralia in support for our local cancer patients to regain their confidence #LGFBAustralia

Instagram
Capture photos in the lead up to your event and tag @LGFBAustralia. This will encourage your followers to get excited about your upcoming event. Be sure to post throughout event day too!

Media Release Template

(INSERT DATE) **- FOR IMMEDIATE RELEASE**

EVENT NAME:
DATE:
TIME:
WHERE:

(ORGANISER/TOWN/SUBURB) HOSTS (EVENT) IN SUPPORT OF PROGRAM FOR CANCER PATIENTS

On (Date), (Town/Surburb)'s own (Venue) will host the (Event) in support of local cancer patients and the Look Good Feel Better program.

Look Good Feel Better is a free national community service program run by the *Cancer Patients Foundation*, dedicated to teaching cancer patients how to manage the appearance-related side-effects caused by cancer treatment.

(Who/Organiser) encourages the (Town/Suburb) community to attend and support (Event Name), which will include (insert interesting information about the event, e.g. guest speakers, activities).

"Insert quote: why you're fundraising, how much you'd like to fundraise and how the local community can get behind your campaign."

Funds raised will directly assist Look Good Feel Better to run workshops which help cancer patients face their diagnosis with confidence. The workshops cover skincare techniques to address common side-effects like dryness and sun sensitivity; makeup tips to help correct and conceal redness, sallowness, pigmentation and dark circles as well as techniques for drawing on eyebrows; and advice on headwear including scarf styling and wig selection.

Local volunteers qualified in cosmetics and headwear styling provide information and advice to the participants, and each participant receives a Confidence Kit full of skincare and make-up products to use as tools for application throughout the workshop, and for continued use in their own homes.

Look Good Feel Better workshops offer a distraction from cancer treatment in a relaxed and friendly environment, with one participant saying, "The workshop took my mind off what I was going through with my chemotherapy treatment. Looking around the room at all the different women made me realise that I wasn't alone; it was very uplifting and inspiring and left me feeling good about myself."

For more information about (Event), contact (Organiser name and contact details).

-ENDS-

Media Contact for this Event: (Your Name & mobile phone number)