

Ten Tips for Getting Media Coverage

1. Celebrate a milestone: your 100th supporter, the first £1,000 raised or a major grant.
2. Report an important development in your campaign.
3. Announce your future plans.
4. Make a prediction, especially if it's controversial.
5. Publish a report about the issue with your findings or the result of a survey.
6. Produce a newsletter with news and views.
7. Get advance publicity for events or activities you are running.
8. Issue a call to action.
9. Organise a photo call, where someone/ something very visual can be photographed.
10. Do something with a celebrity.

