

BIG CHRISTMAS SING

GUIDE TO WRITING A PRESS RELEASE

Your local media – newspapers, radio, TV, online, church and community publications – are always looking for interesting stories to cover, and often rely on people telling them what is going on in the community. Use the tips below to make sure that your Big Christmas Sing hits the headlines!

- You can either write a press release (you can download a press release template from christianaid.org.uk/bigsing) or simply send the media outlet an email detailing your Big Christmas Sing.
- The most important thing is to think of how you can make your Big Christmas Sing stand out. What makes it newsworthy? Do you have a local celebrity taking part, are you holding it in an unusual place (for example, on top of a mountain or on a roller coaster), are you expecting hundreds of people? Make sure that you build your unique selling point into the title and first paragraph to really 'sell' the Big Christmas Sing to the media.
- The first two paragraphs of your email or press release should include the following essential information – who, what, why, where and when. Journalists are often pressed for time, so you need to get your message over quickly and clearly.
- Include a quote from you as organiser detailing why you are holding your Big Christmas Sing.
- Don't forget to include your contact details in case the media want to call you.
- Think about your Big Christmas Sing in terms of a picture. The printed press likes to use photos to accompany local stories, so how will you make a photo of your Big Christmas Sing interesting? Are you holding it in an unusual place or in fancy dress?
- Research your local press and call them and ask to speak to the news desk. Explain what you are doing and ask who to send your email or press release to. Take a note of their email address and then send the information to them in the body of the email rather than as an attachment.
- Remember if you are contacting a monthly or weekly publication it is best to call and ask them what their editorial deadline is so that you don't miss it. Monthly magazines can often work two or three months in advance so planning is key.
- Once you have sent your press release to your local media outlets, call them a few days later to check they have received it, and ask if they are interested in interviewing you. Emphasise again what you are doing and why it is interesting.
- A few days before your Big Christmas Sing, call the picture desk of the local paper and ask if they are sending a photographer to your event. If they are unable to send someone, ask if they want you to take photos and send them in. If so, what format do they prefer?

christianaid.org.uk/bigsing



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PRESS RELEASE

Before my Big Christmas Sing

_____ and friends will be joining with one voice in

_____ this Christmas by holding a Big Christmas Sing and helping Christian Aid fight poverty.

Between 9 and 11 December 2011, the Big Christmas Sing will see thousands of people raising their voices – singing as part of a choir or on a karaoke machine – in a bid to raise over £150,000. The funds raised will ensure that Christian Aid is there for some of the world's poorest people and help fight poverty.

_____ says: 'I am supporting Christian Aid because

'I am asking everyone from _____ to join me in holding their own Big Christmas Sing and to sing with one voice against poverty this Christmas.

'My Big Christmas Sing is taking place on _____ at _____ from _____ to _____. Please come along and join the fun!'

For more information about this Big Christmas Sing, please contact _____ on _____.

Poverty is an outrage against humanity. It robs people of dignity, freedom and hope, of power over their own lives.

Christian Aid has a vision – an end to poverty – and we believe that vision can become a reality.



BIG CHRISTMAS SING

PRESS RELEASE

After my Big Christmas Sing

If your Big Christmas Sing was a great success, lots of people came and you raised loads of money, then why not email the media outlets you contacted before your sing to tell them and perhaps also send them some photographs.

_____ and friends joined with one voice this Christmas in _____
by holding a Big Christmas Sing and raising money to help Christian Aid fight poverty.

_____ Big Christmas Sing took place on _____
and raised £_____ which will ensure that Christian Aid partners, working in some of the world's poorest communities can be there for people no matter what happens – in times of crisis and in celebration.

_____ says ' _____
_____.'

Between 9 and 11 December 2011, thousands of people across the country joined with one voice in the fight against poverty. Christian Aid hopes to collect over £150,000 to help some of the world's poorest communities.

Poverty is an outrage against humanity. It robs people of dignity, freedom and hope, of power over their own lives.

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