

Media tips for supporters

Why do we want to share stories in the media?

- Fundraising.
- Celebrating our amazing supporters.
- Calls to action.
- Giving insight into the work of our partners and our advocacy in the UK.
- Encouraging more people to support Christian Aid.
- Offering a positive interaction with Christian Aid.

What makes a good story?

- People.
- An event, challenge or achievement.
- High-quality photos.
- A compelling backstory.

What makes a good photo and caption?

- Clear and focused.
- Includes Christian Aid red.
- The caption contains names and a brief description.
- The photo illustrates what the story says.

Who will you share stories with?

Juliet Lunam, Christian Aid's Media Advisor,
jlunam@christian-aid.org

Who might stories be shared with?

- Newspapers.
- Radio stations.
- Social media.
- TV.
- Christian Aid magazine, newsletter, etc.
- Church communications.

What happens next?

Hopefully your story will be used in print, online or on air. If you're invited for interview, don't worry; we can give notes if necessary, but it's really just like chatting to a friend or neighbour.

Example:



Dorothy Gray with Scout and Clare Slator with Kit from Ripon are walking for Christian Aid Week.

Some things to remember:

Unless it's for an emergency appeal, the money we raise is distributed between various projects and the featured case studies are examples of these.

The tone of voice of each story should always be hopeful and positive.

When taking photos, always get consent for sharing them. Although, public events e.g. sponsored walks, don't need consent.

Phrases we prefer: **International development agency**
Christian Aid works alongside local partners;
vulnerable communities; global neighbours.

Juliet is always around for advice and guidance.