

# Publicising your event

**Fundraisers can produce their own promotional material in support of their fundraising event.**

**Such material should always state that ACT is a registered charity - number 1048868 and include the ACT logo saying clearly the purpose for which the funds are to be raised. ACT request that all promotional material be cleared with ACT.**

## Hints and tips

Whenever you plan an event it is always worth telling your local paper/free papers and local radio stations. A mention in the local press can be invaluable in raising your profile. Getting free advertising for your event and engaging local businesses. Building a good relationship with your local media can really pay dividends - so make sure you get a mention.

- Think about where you can publicise your event in your local area ie. where you can place posters, display leaflets etc and **remember websites**
- ACT may be able to advertise your event on the ACT website
- You can set up a sponsorship page on **[www.justgiving.com](http://www.justgiving.com)**
- If you are taking on a big event by yourself perhaps you could find people in your area who can lend a hand, it can be their time, money, prizes, a venue or quite simply, advice
- Wherever you choose to publicise your event, always speak to people working there and let them know what you are doing so they can pass the word on
- Be clear and concise in your publications
- Use spell check – and get someone else to read your work
- Send any artwork / press releases to ACT for approval first to [act@addenbrookes.nhs.uk](mailto:act@addenbrookes.nhs.uk)

**Thank you .. Good Luck ... and please ... keep in touch !!!**