



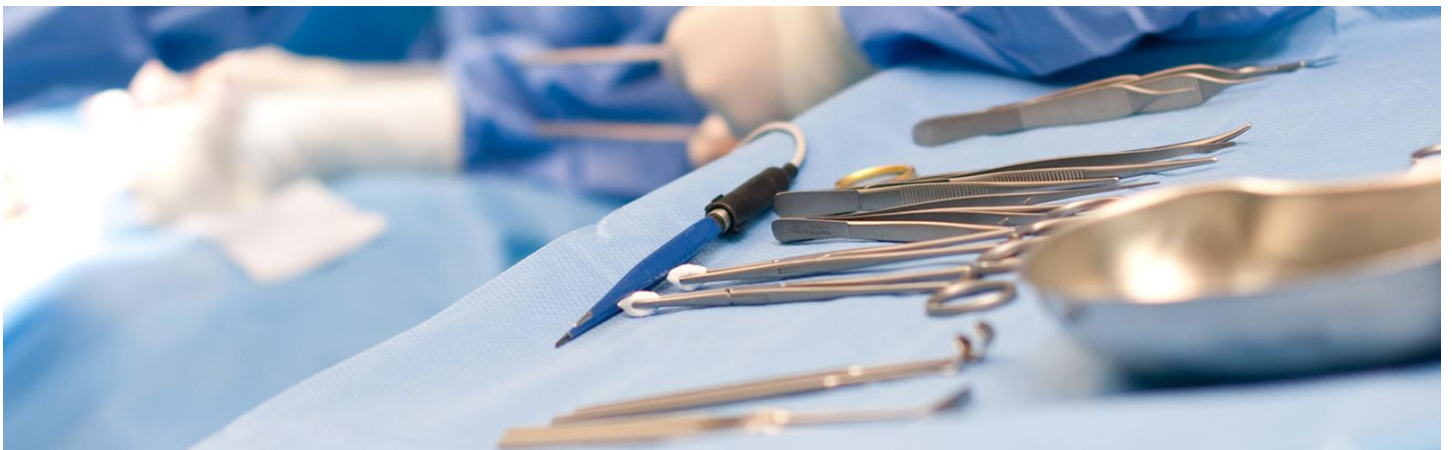
St. George's
Kidney Patients
Association



A Fundraising Press Guide

from

**St George's
Kidney Patient Association**



Introduction

Hello and welcome to the Fundraising Press Pack.

Are you planning your own fundraising event for St George's Kidney Patients Association? Are you keen to get your event more publicity? Want to give it a boost in your local paper? This is the guide for you!

It includes:

- Top tips on how to contact your local media
- A template release to send to your local media

Share any media coverage with us, please email donations@sgkpa.org.uk

Thank you for your support and we hope you find this guide useful

Guidelines and tips for placing your release

Top tips:

- Fill in the template release and send over to your local paper by email 3-4 weeks in advance of an event.
- If you have time, it is a good idea to ring the paper. You will need to contact the news desk; call the switchboard and ask to be put through to news. If there are options please choose news, or they may call it editorial.
- When you get through, check if they are on deadline and if they are able to speak to you. Quite often they will ask you to send the release.
- Please note if they give you a news@.... email address ask if you can mark it for someone's attention, then in the subject line put FAO John Smith.
- If it's a daily paper, do not call before 11am or after 3.30pm. If it's a weekly paper which is published on, for example, a Thursday, do not call on a Wednesday as these are their busiest times.

What next?

- Send your press release by email, wait for a few days and then ring your contact to find out if the press release has arrived and whether they need any more information. Quite often they will ask you to send it again as journalists are always incredibly busy.
- The journalist may want to ask you more details, so be prepared to answer some questions about why you are hosting your event and how much you hope to raise.
- If you have had an experience of kidney disease, they may want to ask you more details, please don't feel you have to talk about anything you do not feel comfortable with.
- The paper may want to send a photographer round to take a photo of you
- It's ok to ask the journalist when the story might appear. They may even offer to send you a copy, but please do try and look out for it and be sure to let us know about any coverage too.

Community event release

Please amend the template below, replacing your own details with the prompt text in <brown>. Make sure to delete any formatting/font instructions on the page before sending out to press. If you have a photo, please send a high quality version to your media contact along with the release approx. 3-4 weeks in advance of the event.

<Insert date>

<Insert name of town/area> <woman/man/friends/group> to <hold a bake sale/black tie ball/> to help people living with kidney failure.>

<Name> from <Location> is holding a <insert event> at <Venue> on <Date> for St George's Kidney Patients Association – the St George's Hospital Kidney Unit support charity.

<Name>, <Age> is holding <his/her/their> <first/second/third annual event> and is encouraging local residents to come along and support people facing kidney failure.

<Name> who works as an <occupation> says: (Select any of the following 3 options, edit or expand to two sentences if you want.)

"My <family member/friend> was diagnosed with kidney failure in <month/year> and I am looking forward to giving something back by holding a <insert activity> to raise money for St George's Kidney Patients Association."

OR "I was diagnosed with kidney <disease/failure> in <month/year> and I am looking forward to holding a <insert activity> to say thank you to my friends and family for their support, while raising money for St George's Kidney Patients Association."

OR "I am looking forward to holding a <insert event> as it's a fun way to bring together people from the local community while also raising money for St George's Kidney Patients Association."

"We'd love locals to join us for some delicious homebaked treats/games/ competitions."

Michael Greatorex, Chairman, St George's Kidney Patients Association, added: "We're so grateful to <Name> for holding a community event in aid of St George's Kidney Patients Association. The money raised will help us to continue to provide free services including; TV for dialysis and ward patients, information via our website, equipment for transplantation and dialysis services, and diagnostic equipment.

"Around 1.8 million people are living with a kidney disease diagnosis and as many as a further million go undiagnosed in the UK today, and that figure is only set to grow. With support from people like <Name>, we can be here for more people in SW London, Surrey & Sussex, should they progress to kidney failure."

If you would like to attend <insert event>, please call <phone number>

OR

<Name>'s event is being held at <Full address> on <insert date> between <time-time>, locals are welcome to drop by.

For kidney disease, information and support visit www.sgkpa.org.uk

– Ends –

For further information, images or interviews contact:

<Name>, <Phone number>, <Email address>

About St George's Kidney Patients Association

When you have kidney failure, everything changes. Time becomes measured in appointments. The next dialysis session. The next blood results. The hope of a transplant. It affects mental as well as physical health. It affects the whole family. It affects relationships.

At St George's Kidney Patients Association, we understand the emotions, challenges and decisions they every day. As an organisation run by patients for patients they experience the ups and downs too. So, from the day patients arrive the charity is there to support patients, staff and carers. If it improves the patient's experience of the service they receive, St George's Kidney Patients Association is there to support.

For support and information from day one, visit www.sgkpa.org.uk or www.facebook.com/stgkpa contact a committee member at www.sgkpa.org.uk/main/st-georges-kpa-contacts