

**‘How to’ guide & press release template**

**Introduction:**

At the bottom of this page is a template of a press release, which you can use as a guide to help you write your own. Simply add in the details of your fundraising activity, and change the parts highlighted in yellow by entering your own details and information. You can also use this template after your fundraising activity has taken place, by changing the tense of your press release.

We’ve included a few tips on how to write your press release, and how to get in touch with your local media. We hope this gives you a good idea of how to grab the local media’s attention.

**Important note:** We trust that all fundraisers will represent Mind in accordance with our terms and conditions. These terms and conditions can be found on the [Mind website](https://www.mind.org.uk/get-involved/donate-or-fundraise/terms-and-conditions/). Before completing and sending your press release to any media, please ensure that you have read, and are in agreement with, the terms and conditions, and that your fundraising activity adheres to these.

**Writing your press release:**

* Please complete the indicated sections highlighted in yellow in the press release. Be sure to remove the highlighted formatting from your final press release once you’ve finished writing it.
* If you are completing the template for a photo story, keep the designated photo section in at the top of your press release.
* There are some hypothetical examples to help you write your press release. Make sure you remove these from your press release before you send to the media.
* Your release should read like a news story in a newspaper. Write about yourself, or the fundraiser that it’s about, in the third person and avoid opinion except in direct quotes.
* Keep it to two sides of A4 at the most.
* Use Plain English, avoiding jargon. Use short, punchy sentences and paragraphs and try to make it as interesting as possible to the reader.
* At the bottom of your template is a section called notes to editors. This is where your contact details should be inserted so that journalists can get in touch with you if they’re interested in your story, or have any questions.

**Important note:** Please do not detail methods of suicide or self-harm in your press release. This can be triggering for other people.

**Sending your press release:**

* It is best to copy the text into the body of the email rather than sending a Word document, as journalists don’t often open attachments. Put the heading of your release as the subject.
* If you have good quality images to offer to the media don’t send these unsolicited. Journalists won’t thank you for clogging up their inboxes with big file attachments! Let them know you have images if they want them. If they do, include names of those photographed from left to right.
* Familiarise yourself with your local media so you can work out where your story fits best.
* The website media.info/global provides a directory of newspapers, magazines, and TV and radio stations throughout the UK. It provides contact details and allows you to search by area. Most traditional media outlets will also have a website, so research these too.
* You could also follow-up with a phone call, after sending your press release.

**Press release template:**

**PRESS RELEASE**

For immediate release.

**[Insert town] resident set to [insert fundraising activity] to raise money for better mental health**

**[If applicable insert details here for photo opportunity AND/OR send your own high quality photos with press release]**

**Photo opportunity:** [Insert what the photo opportunity is here e.g. Local man hosts the town’s first ever fancy dress music festival to raise money for mental health charity]

**Time/date:** [Insert time when event is taking place]

**Contact**: [insert contact details to arrange photo opportunity]

Local resident, [insert name] from [insert location] is set to [insert type of fundraising activity e.g. run/trek/cycle/swim/hold a comedy show]on [insert date e.g. Monday 12 April]to raise [insert fundraising total aimed for] for mental health charity Mind.

[*Insert* s*ome background info about yourself in the paragraph below, and more information about what you’re doing and where. You could include information about your job, your age, your motives for doing your fundraising activity, how much you hope to raise for Mind, you/your loved ones’ experience with mental health problems (provided you/they are comfortable to share this).]*

*[The following is an example introduction only. Delete from your final press release:* Joe, who teaches at Westchester Primary School, hopes that with the support of his students, colleagues, friends and family, he will raise £2,000 for Mind, which provides support and advice for anyone experience mental health problems.

Joe decided to hold the festival after experiencing mental health problems this year etc.

[Insert name] said: “[Insert quote from relevant person. This could be you if you’re fundraising, or the event organiser. You could include more about why you’re doing this, how you’re feeling about the challenge/activity, what you hope to achieve, why you’re supporting Mind etc.]”

[*The following is an example quote only. Delete from your final press release.* Joe said: “I’m excited to be holding my very first music festival in aid of Mind, and I’m really pleased with some of the bands and artists we’ve already managed to secure for it. This is something I’ve wanted to do for a while now and it’s a cause really close to my heart, as I’ve had depression since I was a teenager. Knowing the money I raise will be used to improve the lives of people living with mental health problems throughout England and Wales and provide support so that no one has to face a mental health problem alone, means a lot to me.”]

[*Add any other information that might be relevant to your campaign here.*]

**Ian O’Reilly, Head of Community & Events Fundraising at Mind, said:** “We are really grateful to [insert first name/s] for choosing to support Mind through [insert challenge/event name or type e.g. 10km cycle, comedy show], and we wish [insert preferred pronoun e.g. him/her/them] well.

“It’s a difficult time, with many of us now feeling the impact of the cost of living crisis on our mental health and wellbeing, especially those of us with existing mental health problems. One in four of us will experience a mental health problem in any given year, and it’s so important that no one has to face this alone.

“Every donation that Mind receives allows us to campaign to improve services and provide information and support. This includes through services such as the Mind Infoline, legal line and our online peer support community for adults, Side by Side, so we can be there for as many people who need us as possible.”

To support [insert name] and [insert action e.g. donate/sign-up/take part] please visit [insert weblink for fundraising page].

**Notes to editors:**

This press release has been generated and sent by a fundraiser and not by the Mind media team.

For more information please contact [insert name] on [insert your contact name, telephone number and e-mail address.]

**About Mind:**

* Mind is the leading mental health charity in England and Wales. They provide advice and support to empower anyone experiencing a mental health problem. They campaign to improve services, raise awareness and promote understanding. They won't give up until everyone experiencing a mental health problem gets both support and respect. [mind.org.uk](http://www.mind.org.uk)
* Please note that Mind is not an acronym and should be set in title case.
* Mind has a confidential information and support line, Mind Infoline, available on 0300 123 3393 (lines open 9am - 6pm, Monday – Friday)
* Mind’s online mental health community Side by Side is a safe space where anyone aged 18 and over with experience of a mental health problem can share their story, connect with others, access Mind’s wider information and resources, and give support in return. Find out more at [www.sidebyside.mind.org.uk](http://www.sidebyside.mind.org.uk)
* Mind offers free resources for employers to help improve mental wellbeing. For more information, visit [mind.org.uk/work](http://www.mind.org.uk/work)