

Promotion

Promoting your event or activity helps you raise more money and awareness for Willow Burn. You can do this through your local press, social media, local posters/flyers and word of mouth.

Local media

If you are holding an event, your local newspaper or radio station might be interested in coming along or sending a photographer. If you are undertaking a personal challenge, it could make an interesting article.

Contacting local media may seem a bit daunting but it is relatively easy. All it takes is a little forward planning. Local press will be interested in stories with a local link and a good human interest angle. You should be able to find email addresses and phone numbers on their website. The 'Contact us' page is the best place to start. You could also contact us and we can point you in the right direction or help you write your article. If you do contact the press or get any coverage, please let us know, we are also happy to provide quotes about your fundraising.

Posters and Flyers

Make up posters advertising your event and ask to put them up in your workplace or school. We are happy to provide you with posters if you need them and please do ask for our logo and charity number if you are making your own.

Ask local businesses if they would mind if you put a flyer or poster for your event in their window. In the cases of large public events ask to leave flyers on the counter or at tables for people to pick up.

Any publicity material **must** state that the event is being held '**In aid of Willow Burn Hospice**' and have the **Registered Charity Number on 519659**. We can even supply you with an '**in aid of**' logo.

Online fundraising

Online fundraising pages and social media are a great way to publicise your fundraising.

One of the easiest things you can do is to set up an online Enthuse fundraising page at: www.fundraise.enthuse.com/login#!/ Not only does this provide a quick and safe way for people to donate online, but pages like these are also easy to share across social media.

You can also set up a similar page at JustGiving: www.justgiving.com/willowburnhospice

You can follow us on:

Facebook – Willow Burn Hospice

X - @Willow_Burn

Instagram - willowburnhospice

LinkedIn – Willow Burn Hospice

Your Fundraising Journey

We really want to support you throughout your fundraising journey, but we can't do this if we don't know, please get in touch and we will do our best to promote your event with marketing and materials e.g. sponsorship forms, logos

Share your success

We love to hear about the way those in our community choose to fundraise for us. We could feature quotes or photographs from your event in our publications, online or in materials like this, so get in touch and let us know how it went.

We encourage you to join our Facebook Group '**Willow Burn Connect**' and share your fundraiser with our network on there. Don't be shy, we have lovely supporters and you could ask for tips and advice too.

For posters or for marketing advice and support give us a call.