

Getting Local Press to Write About Your Campaign

Putting your RettGive campaign into the media spotlight can be a great way to raise awareness in your communities. To get you started, take a look at this **simple 3-step guide**:

1. Post on Facebook

Local news organizations are the most likely to cover your fundraiser and the local community they reach can make a huge impact – especially if you're looking to gain support early on.

We recommend posting your fundraiser on the Facebook pages of your local newspapers, magazines, radio and TV stations. You can also share using Facebook "messages" and tag people who can help tell your story.

Be sure to personalize your post and include a link to your RettGive campaign. And remember, **sharing your campaign on Facebook** is the best way to get people in your community excited about what you're doing. The more people who share, the better!

2. Reach Out to Local Reporters and Influencers

Create a list of reporters and community influencers that you think might be interested in hearing about your campaign.

The key is finding people who cover stories related to the topic of your campaign (This could be charity, good causes, special needs, community, motivational stories etc.) By finding people who have reported on similar topics in the past or write regularly about them, you'll be much more likely to grab their attention.

If you're having trouble or just want more ideas, here are some useful websites for finding local media outlets (by state):

- Usnpl.com
- Stationindex.com

Remember, persistence and follow-up phone calls are often the **best ways to get in touch**.

3. Create a Perfect Pitch

The best pitches are short but compelling. You need an attention grabbing subject line and a concise (and personalized) pitch that conveys your story. Basically, explain why this is news.

When writing a pitch ask yourself these simple questions:

- What is your campaign about? Does it relate to recent articles or news trends?
- Why should other people in your community care and contribute?
- Why does this matter right now?

Use your answers to craft a pitch and resist the urge to include any unnecessary jargon, buzzwords or marketing lingo. Do not cut and paste your campaign page itself into the pitch.

Use the pitch template on the next page to get you started.

Pitch Template

SUBJECT:

[insert an attention-grabbing subject line that will get someone to open your email].

PITCH: Hi [insert name],

I saw that you recently wrote about [mention of relevant article] and wanted to share my story with you: [insert RettGive link]

[Include 2-3 sentences about the fundraiser. This paragraph should be a simple overview of your fundraiser that explains why you started the fundraiser, why it is important, and your relationship with the beneficiary.]

The community has raised [insert amount] to help [reiterate the goal].

Please let me know the best next steps.
I'd welcome an opportunity to schedule an interview.

Best, [Your name]

[Your contact info]