



charity  
**lhch**

caring for people with heart and lung disease

# Promoting your event...

**Or how to make your  
event the biggest thing  
since the Oscars!**

# Creating Publicity Materials

## Posters and Flyers

We have blank A3 and A4 posters for you to use – all you need to do is add the details of your event to the poster and hey presto! If you would like to be a little creative and come up with something you feel is uniquely yours, that's fine too -providing a couple of things are taken into account.



## Using the LHCH Charity Logo

If you are using the LHCH Charity logo in any of your promotional material you must let us approve the design **BEFORE** you print anything. You will also need to bear the following in mind:-

- ◆ Do not change the colour or shape of the logo
- ◆ Do not use the logo any smaller than 4cm long
- ◆ Ensure that you use the Liverpool Heart and Chest Hospital Registered Charity Number 1052813
- ◆ Ensure that you include details of the Liverpool Heart and Chest Hospital Charity website for more information [www.lhchcharity.org.uk](http://www.lhchcharity.org.uk)

## Website

If you are thinking of setting up a website to help in your fundraising, we have found that one of the most effective ways of doing this is using [www.justgiving.com/lhchcharity](http://www.justgiving.com/lhchcharity) where you can build your own pages about your events and get friends and family to donate online.

**JustGiving™**

In addition to the above checklist, please incorporate some cause messages about Liverpool Heart and Chest Hospital Charity in your publicity to help us to increase awareness of our work and to ensure that people understand what you are fundraising for. For example:-

***Supporting LHCH Charity means making a difference to people's lives.***

***Your support keeps Liverpool Heart and Chest Hospital at the forefront of medical treatments, helps to provide the best equipment and supports our researchers in finding new cures for these life changing illnesses – not just for now but for generations to come.***

***Please help us and because of you we can continue to make the difference.***

# Generating Publicity for your event

The more people who know about your event, the more potential supporters you will have and the more money you will raise. Publicity will also help you to promote the Liverpool Heart and Chest Hospital Charity and its work. Here are some simple guidelines to help you plan any publicity for your event.



## Local Papers

Your local paper may be keen to hear from you as you live in their area and are taking part in something new and exciting. Newspapers like “human interest” stories particularly if you feel you have a good reason for taking part.

Ask the paper to support you by writing an article, when you begin your fundraising and/or training. Contact them when you have completed your event to let them know how you got on.

To help us increase awareness of Liverpool Heart and Chest Hospital Charity please ensure that you include a description about us and what we are trying to do to benefit thousands of people living with heart and lung disease.

***X from X is running the Marathon for Liverpool Heart and Chest Hospital Charity***

***X from X is getting ready for one of the biggest challenges of her life by running the Flora London Marathon for Liverpool Heart and Chest Hospital Charity. (this paragraph also needs to contain details of who you are and where you are from).***

***Running with the Liverpool Heart and Chest Hospital Charity team of 10, X will be helping to raise money to provide (include here what you are trying to raise funds for and why you chose to run for us). X says: “(in here you give information on why you want to run the marathon, how much you hope to raise for LHCH Charity and any information on any other fundraising you are planning to do for us)”.***

*The Liverpool Heart and Chest Hospital Charity makes a difference to people’s lives. In the 21 years of its existence it has helped hundreds of thousands of people by providing the latest and best equipment, supporting researchers as they search for new ways of treating heart and lung disease and provided the additional funds that make the hospital a warm and welcoming place for patients and their families.*

For more information on the Liverpool Heart and Chest Hospital Charity or to request a photograph please contact the Liverpool Heart and Chest Hospital Charity on 0151 600 1409 or email [press@lhchcharity.org.uk](mailto:press@lhchcharity.org.uk)



## Local Radio

Local radio stations can be approached in the same way as the papers, with a call and a press release. They may just make mention of your plans or they may want to do a brief interview. Ask what kind of questions they plan to ask you and prepare some answers

If your local station would like to interview someone from the Charity Office as well as yourself, please call us and we would be happy to help.



## Networking

Word of mouth is still one of the most effective ways of letting people know about an event. Offer to speak to local groups such as Rotary, Lions Club, Women’s Institute, Chambers of Commerce or your local church. Ask if you can stand on a chair in your local pub and let all the customers know about what you are doing.

# Approaching Companies and Trusts

Companies and local Charitable Trust can help you to reach your fundraising target in several ways – from making a donation to offering prizes for raffles or matching the funds you raise.

## Where should I start?

If you are employed your place of work is usually the best place to start. Find out whether the company operates a matched giving scheme – where it matches any funds raised by its employees (sometimes only up to a certain amount). This could double the amount your raise, so it is well worth finding out about. Ask about matched giving before you start your fundraising.

Use your internal email, newsletter or notice board to help you publicise your event and fundraising plans. Don't forget about your company's clients and suppliers and the staff at the company's other offices or sites – contacts like these can be invaluable.

## Which organisations?

Since LHCH Charity already works with companies and organisations in the area it might be helpful if you contact the Charity Office first to check before undertaking any approaches. We don't want to waste your time and it might be that we can use our existing contacts to help promote what you are doing.

However, approaching companies "cold" is an unpredictable and time-consuming way of raising funds. Remember they probably receive hundreds of letters a month from fundraisers wanting support.

## Who should I approach?

Writing standard letters will not work, so call the organisation and find out who is the appropriate person to deal with your appeal. Make sure you have the correct spelling of their name and their full job title for your letter. Also, find out a little bit about the kind of charitable causes they have previously supported. For example, if the company policy is not to support hospital charities, or if they already have a company "Charity of the Year" there is no point in approaching them.

## How should I approach them?

Write your own letter explaining your reasons for fundraising for LHCH Charity. You can include information about LHCH Charity as well as any press coverage of your event. Then phone to check that they have received the letter and ask if they would like more information.

You can ask for a donation, loan of a venue or refreshments for an event, or to donate a raffle prize. Be sure to point out the benefits they'll get in return. This could be a "thank you" in the programme, their logo on your event T-shirt or a mention in the local paper's coverage of your event.

If you are in any doubt about approaching companies or need any more information about promoting your event then please contact the Charity Office:



Call us on 0151 600 1409



email us at [events@lhchcharity.org.uk](mailto:events@lhchcharity.org.uk)

