

TIPS FOR CONTACTING THE *Media*

FUNDRAISE YOUR WAY
TO END *Lymphoma* TODAY.

The best way to contact your local newspaper, radio or TV station is to phone them a few weeks before your fundraising event. Make sure to follow up with an email to confirm your conversation and provide all the finer details of your event like the date, location and how the community can get involved.

Read these great tips before contacting your local media:

- Be prepared with a list of points that you want to talk to the journalist about. Look at our Lymphoma Fast Facts sheet for detailed information on lymphoma.
- Tell the journalist that you live locally, as they like to support people in the area.
- Local media outlets are looking for stories with heart that connect with their readers. Provide as much detail about your personal connection to Lymphoma as you are comfortable with.
- Tell the journalist details about your campaign or event, like how the community can get involved, when it is held and why this cause is so important to you.
- Invite the journalist to your fundraising event, or share your fundraising page with them, so they can write a story after your event and help spread the awareness of Lymphoma.
- Share with the journalist the contact details for Lymphoma Australia if they would like a quote from us.
- Ask the journalist for their contact details so you can keep in contact with them. Thank them for their support, a little thanks goes a long way!

Thank you for helping to make a difference.

For more information contact
enquiries@lymphoma.org.au

