

One way to boost your Fundraising is to raise awareness of your fundraising locally or, if you work for a large company, on your company intranet, website or in internal and external publications.

Getting the word out about your fundraising will not only help you to raise more funds, but it will also help raise awareness about COSMIC which could allow you to attract new supporters!

Top Tips for writing a news release

To attract some interest in your fundraising you might need to produce a News Release.

Make it brief, snappy and easy to understand and make sure you answer the following questions as quickly as possible:

- Who?** You!
- What?** Holding an event / taking part in a sponsored activity
- Why?** To raise funds for COSMIC
- When?** The date and time!
- Where?** Let everyone know where you'll be if you want them to join you

It's important that your story is newsworthy and interesting to readers so include some brief information about why COSMIC and St Mary's PICU is important to you. Send copies of any appropriate photographs, (only with the permission of those in the pictures – especially parents and guardians where children are involved), as well as brief information about how people can help, for instance by visiting your Justgiving or Virgin Money Giving fundraising page.

Remember to include your contact details, and finally, if you need to include any information about COSMIC, you can use the paragraph below.



Don't forget to add your fundraising event to your Facebook and Twitter pages and share! This raises awareness for both your fundraising challenge and COSMIC.

Become a fan of COSMIC on Facebook and Twitter through:

[@cosmiccharity](#)

www.facebook.com/cosmiccharity.org.uk

Press Release Example

COSMIC (Children of St Mary's Intensive Care) is a registered charity number 1043697. It was founded in 1994 specifically to raise funds to support the Paediatric Intensive Care Unit (PICU) at St Mary's Hospital in Paddington, London, which opened in 1992.

Twenty years later, COSMIC funds are vital in helping the PICU treat the 500 desperately ill children who rely on its lifesaving care each year, and helps maintain the ward's status as one of the best PICU's in the country. Money raised by COSMIC is used to provide:

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- High-tech life support and monitoring equipment
- Diagnostic and therapeutic equipment
- A training fund for clinical staff on the unit to develop their skills and expertise
- Accommodation, information and support for families of children on the Unit
- Support for vital research, for instance into the causes, effects and treatments of meningococcal meningitis.

For more information visit www.cosmiccharity.com or call 020 3312 6947