



Team Mencap Media Pack 2020

Registered charity number 222377 (England and Wales); SC041079 (Scotland) Royal Mencap Society 123 Golden Lane, London, EC1Y 0RT



Getting media coverage – a guide for fundraisers

Whether you are planning to walk, jog or give Mo Farah a run for his money on race day, we've got everything you need to make your Mencap fundraising journey a runaway success.

As well as the information below there are more advice and tips on how to shout about your incredible fundraising efforts online at [mencap.org.uk/marathonrunnersresources](https://www.mencap.org.uk/marathonrunnersresources). And there's top tips from the Virgin Money Giving team at: [virginmoneylondonmarathon.com/en-gb/charity/run-charity/running-raising/](https://www.virginmoneylondonmarathon.com/en-gb/charity/run-charity/running-raising/).

Media coverage is a great way to raise awareness of your fundraising.

Below are some top tips on how you can use media to **LET PEOPLE KNOW** what you are doing and why you are doing it. It contains suggestions about how to contact your local press, social media ideas and example emails to send to your local newspaper and radio stations.



Who wants to know?

- Regional newspapers and magazines are always on the lookout for local stories
- BBC, commercial, hospital and student radio stations
- Village or town websites
- Local community group or parish newsletters
- Your company's publications and social media channels

Why share your story?

By sharing your story in the media it helps spread the word about Mencap and its vital work supporting people with a learning disability.

It also promotes your involvement in the Virgin Money London Marathon and could inspire people to support your fundraising efforts.

How to engage local media?

To make things easy, we've produced press release templates that you can **download at [mencap.org.uk/marathonrunnersresources](https://www.mencap.org.uk/marathonrunnersresources)** with all the relevant information we know local journalists will be interested in. All you need to do is add your details and the reasons for running for Mencap.

Make it as personal as possible, include a photo and add your contact details so the journalist can get in touch with you.

In addition to announcing that you are running the London Marathon in support of Mencap, also include any information regarding your fundraising activities. **Are you holding any local events or special fundraising challenges? Do you have a fundraising page you can ask them to mention? This is a great way of getting donations if you can get them to include the link!**

Local TV and radio are also good ways to get your voice heard. **Send them your press release and, if you are comfortable doing so, say you'll be happy to do interviews.** It tells local broadcasters what you are doing and offers them the chance to interview you.

Getting started

Step 1 - find out who to send the press release to. Most local papers and radio stations have contact information on their website with a generic newsroom email address. If you have time, call ahead and ask for the name and email address of a journalist on the news desk. It's always better to personalise your approach!

Step 2 – copy and paste your completed press release into the body of an email as well as adding it as an attachment.

Step 3 - Make the subject heading as newsworthy as possible e.g. Watford fundraiser's marathon effort to support learning disability charity, Mencap.

Example email

Subject Heading: **Watford fundraiser's marathon effort to support learning disability charity, Mencap**

Dear **JOURNALIST'S NAME**

I'm contacting you with a local news story that I'm hoping you might be interested in. I will be taking part in the 2020 Virgin London Marathon to help support **Mencap**, a charity that is very close to my heart.

All of the details are below along with some photos attached.

Thank you so much for considering this. Any mention you could offer would be massively appreciated.

Kind regards



Interviews

If you manage to secure an interview on local radio or TV news please let the media team at Mencap know. They can help you prepare for your interview and answer any questions regarding the charity. They can also supply a briefing sheet for the journalist with key information. media@mencap.org.uk / 020 7696 5414

Before any interview it is helpful to make a note of the key two of three things that you are hoping to get across **for example why you're running for Mencap, is this your first marathon, how much you're hoping to raise and your fundraising page details**. If it is a radio interview, you can keep these on a piece of paper in front of you.

There is also a Q&A available online at mencap.org.uk/marathonrunnersresources which will give you key information about Mencap, it's involvement in the Virgin Money London Marathon and what it will be using the fundraised money for.

Post-race release

Remember the finish line doesn't need to signal the end of your fundraising journey. Don't forget to send another press release to your local media letting them know how you did.

Include a photo from race day as well as a reminder of who you are fundraising for and why.

Taking a photo for media

More than 40,000 people run the London Marathon each year so it's important to make your story stand out. Sending a photo with your press release will increase the chance of it being published.

It could be a photo **of you** in your training kit, with Mencap branding or with a group if you are running together.

If you have a strong personal reason for running, consider how this could be reflected in a photo.

Some basic points to remember:

- Are you clearly visible in the photo?
- Is it in focus?
- Do you have a friend or family member with a learning disability who has inspired you? Could you ask them to be in a photo with you?
- Consider making your photo sporty – whether in your running kit or striking a sporty pose.
- Caption the image (from left to right if a group shot).
- Branding – don't forget to wear your Mencap top **and/or** Mencap bunting or put up a Mencap poster to stand in front of.
- Send more than one photo if it is relevant to the story (but no more than 3).
- Check you have permission to use the photo if it is not yours and get consent from anyone else featured.



Make it social

One of the quickest, easiest and most effective ways to let people know you are taking part is to use social media.

Whether you prefer Facebook, Instagram, Twitter, LinkedIn.... or all of them! Make sure you shout about what you are doing. It's a fun way to keep supporters up-to-date with your training exploits, fundraising activities and personal milestones.

We would love you to shout about your involvement in Team Mencap using the hastags:

#TeamMencap #HereIAM

Social media assets and buttons are available to download at: mencap.org.uk/fundraisingmaterials along with posters, bunting, sponsorship and sweepstake forms. But there's nothing better than personalised photos and messages to update your followers with your marathon progress.

Need a bit of inspiration on what to post? Here are some examples:

1. Announce you are taking part

Proud to announce I am taking part in the 2020 @LondonMarathon as part of #TeamMencap. To find out why I am running and to support my fundraising efforts, check out (insert link) #HereIAM

You don't have to run a marathon to be part of #TeamMencap. I'm doing all the hard work for you. Find out why and support my efforts if you can at (insert link) #HereIAM

I have ambitiously agreed to run the 2020 @LondonMarathon. What was I thinking?! Please help motivate my training by sponsoring me at xxx #TeamMencap #HereIAM

2. Thank everyone that supports you

Thank you @MadeUpname for your kind donation to my marathon fundraising effort. Every penny helps support people with a learning disability lead the lives that they want. #TeamMencap #HereIAM

I'm almost halfway towards my fundraising target for the 2020 @LondonMarathon. Thank you to everyone who has generously donated already to #TeamMencap. There's still time to help nudge that total up. (insert link) #HereIAM

3. Regular updates on training

On a high today as I finally did my first 10 mile run. Training for 2020 @LondonMarathon going well, but fundraising target could do with a boost. If you haven't sponsored me already, I'd be so



grateful for your support. Find out why I am running at (insert link)
#TeamMencap #HereIAm

Quickest 5K to date which is good as there's only 100 days to go till the 2020 @LondonMarathon. So proud to be part of #TeamMencap and the support they have given me. #HereIAm

Just two months to go till I run the @LondonMarathon as part of #TeamMencap. Thank you to everyone that has supported me. Find out why I am running and help my fundraising efforts at (insert just giving link)

4. Remind people why you are running

People were cruel to Tom for being **#autistic** as a child, making him go into his shell (embed film link). Not anymore, he's running the 2020 **@LondonMarathon** and so am I. Support me at x(your details)x
#TeamMencap #HereIAm

5. Make your posts interactive

Six weeks into training for 2020 @LondonMarathon and I'm bored of my playlist. Need some music suggestions to keep the energy up.
#TeamMencap #HereIAm

6. Launch your sweepstake

I know you're already guessing how long the 2020 @LondonMarathon is going to take me so why not make it official? Put your money where your mouth is. My finish time sweepstake is now open! (insert link) #TeamMencap #HereIAm

As well as using your own social media channels, don't forget to ask friends, family and vague acquaintances to publicly support you...

7. In the run up to race day, post your running vest, timing chip and bib number to remind people that it's happening

It's getting real – the @LondonMarathon kit has arrived, 7 days to go...#TeamMencap #HereIAm

Example tweets for friends & family:

Ask friends and family that use social media to post on their channels to spread the word about what you are doing and encourage more people to donate to you e.g.

Good luck to @MadeUpname who is bravely tackling the 2020 @LondonMarathon in support of #Team Mencap. Hope the training goes well. #LearningDisability #HereIAm



So proud of my sister @MadeUpname who is running her first marathon this year to support #Team Mencap #LearningDisability #HereIAm

We may not be running ourselves but we are proud cheerleaders of local legend @MadeUpname who has signed up to run the 2020 @LondonMarathon as part of #TeamMencap. You go!

Staying Safe Online

It's really important to us that you continue to stay safe online so we've compiled some information which we hope you'll find helpful. Just go online to [mencap.org.uk/marathonrunnersresources](https://www.mencap.org.uk/marathonrunnersresources) and you can download the guidance from there.

If you have any questions contact the media team by email: media@mencap.org.uk or by phone: 020 7696 5414

Best of luck and let us know how you're getting on!