



SOS CHILDREN'S
VILLAGES
UNITED KINGDOM

Challenge Event Media Kit





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Getting media coverage for your fundraising event

It can really boost your fundraising if you get local media coverage for your challenge event.

Local and regional media are always on the look-out for people in their area doing something unusual and potentially newsworthy. Running or riding miles and miles for a good cause definitely should tick the boxes.

And if you've got a great personal story about why you're taking part, and feel comfortable sharing it, that can make the coverage even stronger and increase your chances of more donations.



Timing

Timing is key to really boosting your fundraising potential, so make sure you let the media know what you're doing well in advance and you may well end up with newspaper, radio and even TV coverage!

Remember the media will be interested in your challenge before you do it and afterwards, so at the end of this kit there are two press release templates to help you get the most out of your local media.





What to do

Write a press release that is short and to-the-point; include your reasons for entering the challenge and your reasons for supporting SOSUK; make it exciting and interesting; include quotes (we've added some draft quotes for you in the template press releases, but feel free to create your own).

If you'd rather speak than write, call up your local paper or radio station or even regional TV station's newsdesk and talk them through your story; have the main points of your story in front of you so you pitch it well and have all the details to hand; follow up your call with an email containing the main points you made on the call and your contact details



Photos

Good photos are vital for traditional media, website and social media. Selfies are great, but try to get a few friends to take photos of you too. Even if a newspaper picks up your story, they might not be able to send a photographer to take a photo of you during training, during the challenge or collecting your medal.

Make sure your photos are sharp, the light is good, and the subject of the image (you!) is positioned well within the frame. A good rule of thumb is to try to get the whole body from head to toes and fingers in the frame for an action shot; for a close-up showing effort and sweat, the frame can be close around the head or head and shoulders.



Katie Davidson, Leeds Half Marathon



The best photos of action shots are taken from the front of the runners or cyclists with them travelling towards the photographer, so think about where on the sidelines your photographer could capture great images like this.

And check your phone or camera can take high resolution images – that means 300dpi for newspapers.

Take a variety of photos at different times e.g. pre-event training, the big night-before pasta meal, getting ready for the big event, taking part, the finish line, the medal, the celebration hugs.

Using social media

This is what social media was made for! What could be better than doing something extraordinary, being able to tell your friends and family all about it and have them check in on your progress and milestones?

The best idea is to create a Facebook page for your event where you can share photos and fundraising info and updates from the race posted by your friends.

It's also a good resource for a journalist following your story, or somewhere to send a journalist to catch up on the kinds of things that have happened so far.



Dr Shengke Zhi cycled 650km raising more than £3,000 for SOSUK

And if you follow the official SOS Children's Villages UK social media accounts, we can make sure we share your updates.

SOS Children's Villages UK



@SOSChildrenUK



@SOSChildrenUK



#TeamSOS



SOSUK in a nutshell

It's good to have a sharp and easy way to describe SOS Children's Villages UK in case any journalist doesn't already know our work.

So the short version: SOS Children's Villages is the world's largest charity caring for orphaned and abandoned children

And the long version: There are an estimated 151 million children worldwide who have lost one or both parents. When a child loses everything, SOS Children's Villages is there to give them a home and a family.

Working in 125 countries, across five continents, we provide an environment where orphaned or abandoned children grow up from infancy to adulthood with family-based care.

We also recognise the need to reduce family fragmentation and work with experts in family strengthening so more families can stay together through difficult financial and emotional times.

Our Family Strengthening Programmes provide support to help families become self-sufficient, productive elements of their community, and with more than 400 nursery, primary and secondary schools worldwide, we provide quality education for thousands of children in our villages and the surrounding communities.

SOS Children's Villages UK is part of a global family that works together to ensure no child grows up alone.



SOS Children's Villages, Niger

Template press releases



We have two templates for before and after your challenge event. Please feel free to add and change. This is just to cut out some of the hard work and make things easier for you.



Before

For immediate release

<insert date>

Local wo/man to take on xx-mile run/bike ride to support SOS Children's Villages UK

A generous <location> wo/man is training for <challenge event> to raise money for abandoned and orphaned children.

<Your name> is setting out on the xx-mile course in <number of days/weeks> and hopes to raise <enter amount> for the charity that works in 125 countries.

<Your name> said: "I'm really excited about entering the <challenge event> to raise money for SOS Children's Villages UK. They are a really good cause and I know the money I raise will help them look after children who don't have parents to care for them.

"<Your own story about why this challenge, your training and why SOS Children's Villages UK>.

"The run/ride is such an exciting challenge. It's going to be hard, but I'll enjoy every minute of it."

SOS Children's Villages UK is the world's largest charity caring for parentless children.

SOSUK's CEO Catharine Pusey said: "We are lucky to have such amazing people raising money for us. We can't thank you enough for your incredible efforts to support more children worldwide."

ENDS

For further information or interviews with <your name>, please contact <your phone number & email>.

Notes to editors

SOS Children's Villages is the world's largest charity looking after orphaned, abandoned and vulnerable children. The charity is a federation of 134 member organisations delivering programmes in 125 countries to prevent family breakdown and care for children who have lost parental care, or who risk losing it. We work with communities, partners and states to ensure that the rights of all children, in every society, are respected and fulfilled.



After

For immediate release

<insert date>

Local wo/man runs/cycles xx miles to support SOS Children's Villages UK

A kind-hearted <location> wo/man completed the <challenge event> to raise money for abandoned and orphaned children.

<Your name> completed the xx-mile course in <enter time> and raised <enter amount> for the charity that works in 125 countries.

<Your name> said: "I decided to enter the <challenge event> in aid of SOS Children's Villages UK because of <the great work they do to care for children all over the world who have lost their parents or don't have any parental care/ your reason>.

"The run/ride was a really exciting challenge and it felt good doing it for a worthy cause."

SOS Children's Villages UK is the world's largest charity caring for

parentless children.

SOSUK's CEO Catharine Pusey said: "I want to thank all those who take on amazing sporting challenges to raise money for the children we look after all over the world. The money you bring to SOS Children's Villages UK will help us continue the care and education of thousands of children."

ENDS

For further information or interviews with <your name>, please contact <your phone number & email>.

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