



ALLCHURCHES TRUST LIMITED®
OWNERS OF ECCLESIASTICAL INSURANCE GROUP

WHO TO TELL AND HOW TO GET THE NEWS ACROSS

Another useful way to plan publicity is to run through a checklist of different potential target audiences and the best ways to reach them.

Ask yourselves what these different groups are most likely to see, read or listen to?

Your own employees and volunteers – share the good news through internal communications updates or your intranet news page

Events – don't forget to tell people the news about your grant alongside other project updates at fundraising events you may be organising

Trustees, donors, supporters and members – don't forget to tell trustees at the next Board meeting. Perhaps your director could write to donors and supporters or you could include something in your next supporters' newsletter

Clients and the people your organisation serves – people benefiting from the work you do might be pleased to see the Allchurches Trust certificate on the wall. Or you might explain who we are and why we're supporting you at a suitable meeting, or to your congregation for example

The media – if any journalists have shown an interest in your project in the past, they might be pleased to know of the grant so that they can write an update. Your local newspaper/s should be interested and so might your local radio stations and possibly even regional TV. Remember to think of the free news and lifestyle magazines that cover your county or your city too. Don't forget to use the attached press release template as a guide, and send a supporting photograph or photographs if you can (at least 1MB and ensuring all consents are in place) – it will give you a much better chance of coverage in print and online! You should attach these as separate files to your e-mail and not embed them in your press release. You can usually find the newsdesk contact on the website for the publication or radio or TV station.

Local community – local community newsletters, online forums and websites might all be interested if you supply a few paragraphs to them with a picture

Celebrities – along with people who speak up for your cause in public might be pleased to help spread the news of you getting a grant

Other professionals and organisations in your field – tell others working in the same field about your success through the sector newsletters you all read or mention it at the conferences and events that you attend

MPs and council members – local politicians should be proud of what your organisation does for the community and be pleased to hear of your success in getting a grant. You could invite them to provide a quote for your press release and support you on Twitter or ask them to be involved in a photo call or event.