



**Multiple System  
Atrophy Trust**



# Media Pack



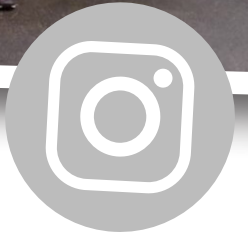
# Contents

How to get your story into the Media.....	3
Press Release Tips.....	4
Taking Good Photos.....	5
Social Media.....	5

**Our supporters across the UK are doing incredible things to raise money and awareness for us – from organising fundraising events such as concerts and black-tie events, to pushing themselves to their physical limits with sponsored walks, cycles and marathons. We want people in your part of the country to know about the great work you're doing so they can support you with your event and learn more about MSA.**

**B**y organising an event or activity on behalf of MSA Trust, you are in a unique position to tell your community about your plans. Local newspapers, TV, radio stations and online platforms rely on people getting in touch with them directly to tell them what's going on. They need a constant stream of newsworthy stories and often appreciate the opportunity to support a great cause. It isn't difficult to approach the media but it can be a little daunting if you haven't done it before so we've put together this Media Pack to help you get the most out of your fundraising stories.





# How to get your story into the Media

**T**he best way to get your story noticed is by contacting an editor or journalist directly. Start by researching your local media outlet and find out who the best people are to contact. Here are some tips to get in touch with the right person :

- Local newspaper or community magazine probably has the contact details for their editor inside or on their website.
- Phoning your local media and asking for the contact email of the best person to send the press release to.
- Your local radio station and TV channels should have a website with contact details for sending news stories.
- Local council produces a magazine that you might be able to contact.
- Research and contact an online newspaper or social media page (e.g. Facebook group) for your area.

Editors will certainly be used to receiving press releases from companies and individuals to tell them about newsworthy items. Press releases tend to take the same format which makes it easy for an editor to see exactly what the story is and then make a quick decision whether to cover it or not. You can download our Press Release template which you can adapt to tell your story.



Remember that an editor doesn't have a lot of time to read press releases so you'll need to sum up your story in a couple of paragraphs.

## Ideally, you should send out two press releases –

- One a few weeks before the event explaining what you plan to do.  
Knowing about an event in advance gives an editor time to schedule in space to cover it, also they can plan to send a reporter and photographer along.
- Sending a press release straight after your event enables you to tell them just how successful it was and you can include a link to photographs which makes the editor's job much easier.



# 10

# helpful hints for writing your press release:



1

Use our 'In Aid of MSA Trust' logo at the top of the press release. You can email [fundraising@msatrust.org.uk](mailto:fundraising@msatrust.org.uk) and we can send you that logo.

2

Start with an eye-catching sentence as your heading. Here are a few examples to get you thinking:

**'Local Group Tackle Gruesome Mud Challenge to Raise Awareness of Rare Condition'**

**'Charity Bake Sale Raises £1000 Despite Torrential Rain!'**

3

Include the date that you send out the release at the top. If you are writing about an upcoming event, don't forget to include the date, time and location within the body of the press release itself.

4

Write the press release in the third person and consider including a quote from a participant, event organiser or even a person with MSA.

5

Think about what makes your story stand out. What is exciting or different about it? What is your motivation? Keep the text to around two or three paragraphs as too much information can result in an editor discarding a press release. The editor will contact you if they want to run with the story and need more information.

6

Include your telephone number and email address at the end for further information. It is a good idea to include the name and contact details for our Chief Executive, Karen Walker, in case the media want a spokesperson from the MSA Trust. Karen's details can be found on the press release template that you can download.

7

Include the great photographs you have taken from your event! Editors generally prefer to be sent a link to a photo-sharing site such as Dropbox or Flickr so they can view your photos and choose which ones to download. Setting up an account with a photo-sharing site is free and straightforward and you can include information on each photo such as who is in the picture.

8

Most people don't know anything about MSA so it's important to include a brief paragraph at the end about the condition and the work of the MSA Trust. You can download a copy of the Fundraising Leaflet to get more information. Alternatively email [fundraising@msatrust.org.uk](mailto:fundraising@msatrust.org.uk) to have it sent to you.

9

Make sure you keep the entire press release short and sweet – ideally just one side of A4.

10

Send your press release as an attachment in an email or copy the text directly into the body of the email. After a couple of days, follow up with a phone call to check they received the press release and ask if they would like any further information.



## Taking Good Photos

As the saying goes, 'a picture is worth a thousand words' so make sure you take some photos at your event. Good images will attract the attention of an editor. You don't need to have a fancy camera or be particularly skilled at taking photos but there are a few things to consider. Here are our top tips for taking a good photo:

- 1** It is important that images are high quality (at least 1MB) in order to be good enough to use.
- 2** Make sure any people in the photo are in focus and no one is in shadow.
- 3** It's always good if you can get our logo into the photo by wearing our orange t-shirts or ribbons.
- 4** Try to take a range of action shots and posed shots.

## Social Media



Please do share your fundraising stories and photos on your own social media channels (or ask a friend or relative to do so on your behalf). It's a great way to raise awareness among your followers and you could even tag your local media to get them interested in promoting the story. Make sure you tag MSA Trust too so that we can see the great work you're doing!



## And finally...

Please download our press release template which you can use to share your news story.

You can also download our Fundraising Leaflet which might come in handy if you need to explain more about MSA Trust and the work we do, to your local media.

### To find out more

 [www.msatrust.org.uk](http://www.msatrust.org.uk)

 **0333 323 4591**

 [fundraising@msatrust.org.uk](mailto:fundraising@msatrust.org.uk)

 MSATrust1  @MSATrust  msatrust

**To find out more**

 **www.msatrust.org.uk**

 **0333 323 4591**

 **support@msatrust.org.uk**

 **MSATrust1**  **@MSAtrust**  **msatrust**

The Multiple System Atrophy Trust is a charity registered in England as a limited company. Company Registration No: 7302036. Registered Charity No. 1137652 (England & Wales) and SC044535 (Scotland)