

CONTACT US

- Through the website at bhf.org.uk
 - By email on getsupport@bhf.org.uk
 - By phone on 0845 130 8663
- Good Luck!

Thanks again
for your support.
Together we
can beat heart
disease.



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SPREAD THE WORD

Make the most of your **fundraising**



Your local
media



More ways
to spread
the word...

bhf.org.uk

 Heart Helpline
0300 330 3311
bhf.org.uk

Information & support on anything heart-related
Phone lines open 9am to 5pm Monday to Friday
Similar cost to 01 or 02 numbers

British Heart Foundation
Greater London House
180 Hampstead Road
London NW1 7AW
T 020 7554 0000
F 020 7554 0100



Thank you for supporting the British Heart Foundation. The money you raise will help us to keep saving lives.

How are you going to make sure you raise as much money as you can? The best way is to **publicise your fundraising** – let as many people as possible know what you're doing for the British Heart Foundation (BHF), why you're doing it, and how they can support you.



This also lets more people know about our vital work, and encourages them to get involved and **help the BHF fight heart disease** in their own way. So here are a few ideas to help you get started.

Good luck!





YOUR LOCAL MEDIA

Local papers love to hear about local people getting involved with good causes. When you've got all the details sorted out, get in touch with newspapers, radio stations and community websites in your area to **share your story**.

Just send them a press release (have a look at our online **sample press releases** for some help) that says what you're doing, then follow it up with a call to make sure they got it. Most journalists prefer to get info by email, and you can find contact details at www.newspapersoc.org.uk



Keep your release short and snappy, giving all the key facts about what you're doing, when and where. **Don't forget to double check that the information is right!** Include your phone number at the end so they can get back to you for more information.

If you're organising an event, contact any **'What's On'** guides and event listings publications in your area. Many local radio websites also have events calendars where you can easily add the date and details.



SOCIAL NETWORKS

Get your fundraising on social networking sites – you can create a Facebook event, or tweet about what you're doing on Twitter. You can also add the **Justgiving** app to your Facebook page, to link to your online sponsorship page.



We've got our own **BHF Blog**, as well as our official **BHF website**, and we love to hear what our supporters and fundraisers have been up to. Send us your story and tell us why you're supporting the BHF, and we could include it on one of our sites.



MORE WAYS TO SPREAD THE WORD...

- Don't forget about **word of mouth**. Tell everyone you know that you're fundraising for the BHF – family, friends, colleagues, neighbours and everyone else you meet!
- When you're sending an email, include a link to your online fundraising page wherever you can.
- If you're active in online communities (or if any of your friends or colleagues are), blog about what you're up to or **chat about it on forums**.
- Ask your employer if you can put details of your fundraising in the newsletter or on the intranet.



- Create your own posters and fliers to **let people know about your fundraising** event. Ask to put them up in your local library, shops, community centres and anywhere else you'd find lots of people.
- If you want to include the BHF logo on anything you're producing, you need to **contact us** via our website first.



GET THE PICTURE

Good images can say more than words, so take a look at our online **photography tips** and get snapping. The more eye-catching and quirky your pictures are, the better – so get creative.

Send your best pictures on to your local media and community websites. You can also share them with us on the **BHF Flickr channel**, where you can join our group, post your comments and see what other fundraisers have been up to.

Video gives a real flavour of what you've been doing. If you have any footage, you can become a subscriber to the **BHF Video Channel** on YouTube and share your videos with us. Check out your local newspaper and magazine websites too – lots of them use video content from readers.



GOOD LUCK!

We hope you enjoy raising funds for the BHF, and we really appreciate your support. Heart disease is the UK's biggest killer and every penny you raise helps us to keep saving lives.

Good luck with your fundraising, and we hope it inspires you to **keep raising vital funds** to fight heart disease in the future.

