



Spread the word

Whether on a small or large scale, publicity is a vital part of any campaign. Word of mouth can be a powerful tool in itself and may be enough to bring about change. Here are some ways to get others involved and demonstrate support for your issue.

Getting the press on your side

Local newspapers are always looking for interesting stories, so don't be shy about approaching them. When you do make contact with a particular journalist, try to build an ongoing relationship with them. Journalists are busy people working to tight deadlines so a well-written press release will make things easier for them. See the *Writing a press release* guide for more information.

Letters pages

Another way into the press is to write letters to the editor. These pages are often read by local politicians. Lots of our campaigners have had their letters published on letters pages for different British Heart Foundation campaigns. Increase your chances of your letter getting picked up by asking your friends and family to send in letters too.

Publicity stunts

These can be a great hook for media coverage, especially if they involve a good photo opportunity. However, you need to make sure you have any relevant permissions, particularly if it's taking place on private property or if you're planning a demonstration in a public area. Also, be sure to let media contacts know about what you're planning at least a week in advance, so they can send reporters along.

Using the Internet

The Internet is a real gift to campaigners, allowing you to spread the word quickly and find like-minded people. Of course, email is a handy tool for keeping in touch with supporters and contacting politicians and social networking sites like Facebook and Twitter are really useful. You could set up a blog or a Facebook page about your cause and get other people to join it and share it with their friends. See Jackie Schneider's blog for a brilliant example of harnessing the power of online campaigning <http://jackiesschoolfoodblog.blogspot.com/>

You can find out more about using social networks with the BHF here:

bhf.org.uk/community/how-to-get-social-with-us.aspx

Printed materials

Posters, leaflets and newsletters are all great ways of getting a message across. However, because of the expense, it's best to think carefully about how many you need to produce and whether there is a cheaper way of achieving the same goal. If you have a campaign name or logo, remember to display it clearly.

For legal reasons, you shouldn't use the BHF logo or name on printed materials, as the campaign should be seen as belonging to you, not us.

Blow your own trumpet

Finally, don't be modest. It's good to let people know about your successes and keep them informed about what you're planning.

Was this guide helpful?

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