



25th Anniversary

PRESS PACK

Community Fundraising



For more information please contact us on on 01752 975 217 | 07894 700 866
info@primrosefoundation.org | www.primrosefoundation.org

The Primrose Foundation Registered charity number 1064277

PRESS PACK

For Community Fundraising

Welcome to your Primrose 25th Anniversary 'Media Pack'. We've designed this quick and easy pack to help you raise awareness for your 25th event and increase your fundraising total.

You just need to fill in the gaps.

PAGE 3

INTRODUCTION

PAGE 4

GETTING STARTED

PAGE 5

PRESS RELEASE TEMPLATE

PAGE 7

SOCIAL MEDIA



INTRODUCTION

Hello and welcome to your Fundraising Press Pack

Firstly a BIG thank you for choosing to raise much needed funds for the Primrose Foundation; we really appreciate it and whether you raise pennies or pounds, it will all go a long way to helping us reach our 2021 target and celebrate 25 years supporting those with breast cancer.

This pack is designed to help you get more publicity for your event; to get people talking about it and of course wanting to take part or donate funds.

We know that contacting your local media may be a little

out of your comfort zone but with this pack, you'll have all you need for it to be easy, quick and get you some great results. We've included top tips on how to contact your local media (newspapers, magazines and radio) and a template for a press release.

Please do share any media coverage with us as we'd love to see it. And if you're not quite sure where to start, email us on info@primrosefoundation.org and we'll be happy to help.

Thank you for your continued support and we look forward to seeing how you get on.



GETTING STARTED

Talking to the media in a few simple steps

1. Fill in the template press release and send over to your local paper / magazine / radio station by email at least 3 weeks before the event.
2. If you have time, ring the paper or radio ahead of time to get the right name of the person you should be talking to. Ask for a reporter.
3. When you get through, check whether they are on deadline (they'll be too busy to talk). If they are able to speak to you briefly tell them your story, include all the key facts but keep it short and sweet. If it's a daily paper, call between 11am and 3pm. If it's a weekly paper which is published on, for example, a Thursday, don't call on a Wednesday as these are their busiest times, call on a Monday instead.
4. If they ask you to send the release through, make sure you get the best email address to use.
5. Send your press release by email, wait for a few days and then ring to find out if they are interested or if they need any further information – perhaps some questions about why you are hosting your event, who are you fund raising for (The Primrose Foundation) and how much you hope to raise. Email subject lines are really important so use something that will catch their eye.
6. If you or someone close to you has first-hand experience of breast cancer be prepared to share some details - but nothing you are uncomfortable with.
7. The paper may want to send a photographer round or may ask you to take a photograph. Don't worry, you don't need to be an expert, just choose a well-lit spot and make sure everyone is smiling.
8. Finally, ask the journalist when the story might appear. They may offer to send you a copy, but do look out for it and please let us know about any coverage too.



FUNDRAISING EVENT RELEASE

Please fill in the template on the next page

Fill in the template below, replacing your own details with the prompt text in <yellow>. Make sure to delete any formatting/font instructions on the page before sending out to press. Make sure you're happy with what you've written and you've checked spelling and

the small details.

If you already have a photo of the event, include it with the release and send it all together 3 weeks in advance of the event.



FUNDRAISING EVENT RELEASE

<Insert date>

<Insert name of town/area> <woman/man/friends/group> to <hold a bake sale/black tie ball/taking part in a fun run> to help beat breast cancer, raise funds and celebrate 25 years of The Primrose Foundation.

<Name> from <Location> is holding a <insert event> at <Venue> on <Date> to raise valuable funds for The Primrose Foundation – the local breast care charity based at University Hospitals Plymouth.

<Name>, <Age> is holding <his/her/their> <first/second/third annual event> and is encouraging locals to come along, take part and donate to this incredibly worthwhile cause.

<Name> who works as an <occupation> says: (Select any of the following 3 options, change or give more detail where you can)

“My <family member/friend> was diagnosed with breast cancer in <month/year> and I am looking forward to giving something back by holding a <insert activity> to raise money for The Primrose Foundation in their 25th year – I just don’t know where we would be without them.”

OR “I was diagnosed with breast cancer in <month/year> and I am looking forward to holding a <insert activity> to say thank you to my friends and family for their support, while raising money for The Primrose Foundation as they celebrate their 25th Anniversary.”

OR “I am looking forward to holding a <insert event> as it’s a fun way to bring together people from the local community while also raising money for The Primrose Foundation, as they celebrate their 25th Anniversary.” “We’d love local people to join us <for some delicious homebaked treats/games/competitions>.”

Maddy Matthews, Fundraising Co-Ordinator at The Primrose Foundation, added: “We’re so grateful to <Name> for holding an event to raise much needed funds for the Foundation in our 25th year. In that time we have been able to donate over £1.2 million to the breast care centre which has enabled us to fund essential equipment, research and education. Every single penny raised will help us continue the great work. 691,000 people are living with a breast cancer diagnosis in the UK today, and that figure is only set to grow. With support from people like <Name>, we can be here for more local people, whenever they need us.”

If you would like to attend <insert event>, please call <phone number>

– Ends –



USING SOCIAL MEDIA

Start sharing your story on social media - it's a great way to reach out to friends, family and colleagues. We recommend either setting up a Facebook donation or Justgiving page. Twitter and Instagram are great too. Not sure where to start - here are our top tips:

- Tweet and tell people what you're doing and why.
- Share a link to your online fundraising page.
- Follow relevant people, local businesses and important people in your community. If they follow you back it might open up new opportunities for help with your event or donations.
- @reply your close connections on Twitter and ask them to retweet your tweets.
- Remember, if you want everyone who's following you to see your tweets don't include an '@ name' at the front of your message.
- Try and mention @ThePrimroseFoundation on Facebook and @primroseunit on Twitter as we love to see your posts and tweets.
- Communicate with people outside of your followers by using a hashtag. Make hashtags relevant (such as #breastcancer #localfundraising) always use your local area (like #plymouth #devon #cornwall).
- Update your Facebook status about your fundraising, tell people why you're doing it. Perhaps share a photo of you getting ready for your event and be sure to share a link to your online fundraising page.
- If you're hosting an event, create a separate event on Facebook to invite friends and followers along – it all helps get your message to a wider audience.
- Upload photos or quotes that inspire you to Instagram to engage people every step of the way and be sure to use hashtags to help you reach more people.
- Update friends on your preparation, the work you're putting in behind the scenes - so they know how much work you're putting into raising money for our life saving research.



USING SOCIAL MEDIA (cont.)

And just in case the media want to know more about The Primrose Foundation - we've set out a whole load of fun facts that you can talk about.

- The Primrose Foundation was created through an appeal launched in 1995 by two surgeons and a radiologist who worked at (the then named) Derriford Hospital - Colin Teasdale, Roger Watkins and Pam Jones.
- In 2021 The Primrose Foundation will celebrate its 25th Anniversary.
- The Primrose appeal was originally started to build a modern breast service where Radiology and Surgery all worked together in a one-stop clinic.
- The Primrose breast care centre opened on 19th April 2001.
- The Primrose Foundation has donated over £1.2 million into local breast care services since it was first established.
- The Primrose Foundation was instrumental in installing one of the first prone tables with vacuum biopsy. Vacuum Biopsy is recognised as essential in units today, and we were 20 years ahead of our time.
- The Primrose Foundation is dedicated to patients and staff, and our aim has always been to make our Breast care service the very best it can be.
- National Primrose day is on the 19th April, which is also our birthday.
- The Primrose Foundation supports the whole of the breast care services at University Hospitals Plymouth, including: The Primrose Breast care centre, Radiotherapy, Oncology, Microbiology, Nuclear medicine, Histopathology and all of the wards a patient may use while receiving treatment.
- The Primrose Foundation covers Plymouth, Ivybridge, Looe, Launceston, Callington, Saltash, Torpoint, Bude, Kingsbridge and Salcombe.
- The Primrose Foundation also supports the mobile breast screening service.
- The Primrose Foundation has funded the installation of three landlines, to ensure the mobile screening service can be run from a constant electrical supply. We continue to support this service and hope to fund more landlines in the future.
- The Primrose Foundation was instrumental in appointing and funding the first oncology (cancer) nurse specialist. The Primrose Foundation continues to support this and other developmental posts.
- The Primrose Foundation supports all of the breast care staff by funding education and training.
- The Primrose Foundation provides a free monthly coffee morning support group and continues to work with other local groups to offer patients support when it is needed.
- The Primrose Foundation first appeared on social media in 2018. We now have over 800 dedicated supporters following us on Facebook and Twitter.
- In 2018 the Primrose Foundation purchased an additional ultrasound scanner which brought patient waiting time down significantly.
- In 2020 The Primrose Foundation launched their first ever e-newsletter filled with latest news and events: you can subscribe at: <https://www.primrosefoundation.org/>
- In 2020 the Primrose Foundation donated £10,000 to the Plastic surgery team at University Hospitals Plymouth. This money was used as a bursary to support the newly appointed Breast reconstruction fellow post within the plastic surgery directorate.
- Around 28,500 men and women pass through The Primrose Centre doors each year.
- The Primrose Foundation is run by volunteers, Trustees and one part-time member of staff so that we can put the money you have raised back into breast care services.
- The Primrose Foundation is your only breast care charity, supported by local people, for local people.

