

Social and traditional media

Getting the message out about Footsteps for Futures

RESULTS
the power to end poverty



Why the media?

This month we are asking you to write to contact the media to pitch a story about your Footsteps for Futures campaign. Getting a story out in the public both about your challenge helps boost the profile of the campaign, driving more people to sign up and to sponsor you, and it helps raise awareness of the issues millions of children face in accessing an education and the work RESULTS is doing to help overcome those challenges.

1. **Writing and getting an article published.** For this action, submitting a press release is the best chance we'll have of getting an article published. We have prepared a skeleton press release for you to use and adapt, see Background Sheet 3.

Steps to certain success for writing your press release:

1. **First things first** – either write your own press release using the key messages below, or adapt the one we have provided on background Sheet 3.
2. **Pick a Headline** – Don't try and make your headline too catchy, that's the journalist's job. Make it clear and snappy with key information. If you are writing to local media, ensure you mention your local area – stories in local or regional publications need that local angle to get coverage.
3. **Pack a Punch** - You have just a few seconds to get the reader's attention so make sure you have a great first paragraph. Make sure you include the who, what, where, when, and why.
4. **Bring in a quote** – Where possible try to include a conversational quote within the first couple of paragraphs.
5. **Keep it short** – Keep the main text of your press release to one page, using a second page for extra notes
6. **Notes to editors** – this can be up to one extra page of more detailed information you couldn't include in your press release. You could include info on your group, the work of RESULTS, and the challenge.
7. **Final check** – don't assume a journalist will know everything. Get someone to proofread your press release who knows nothing about your work before you send it. If they understand it, so will the journalist.
8. **Details!** – Ensure you have included all of your contact information in the release so the journalist can follow up with you

Getting it published! Often, simply sending out a press release is not enough. Speaking in advance to a journalist and following up with them is important and can help compel them to write the story.

1. Prepare an email ready to send to the journalist. Write a few covering lines explaining what you have sent them and why. Include your contact details.

2. Always include the press release in the main body of the email as well as an attachment.
3. Think about the subject of the email. It needs to catch their attention and may need to be adapted according to who you are sending it to. Journalists receive lots of emails everyday so you want yours to stand out.
4. Before you send the email, telephone the journalist to inform them that you are about to send a press release to them. This will give you the opportunity to check that you are sending it to the right person and to the correct email address. It will also give you an opportunity to sell the story and make the journalist more likely to pick out your email from what is probably a very full inbox.
5. Once you have finished the call, send the email and make detailed notes. Do this after each call so that you don't forget anything.
6. Be persistent, keep following up with the journalist until you have an answer, even if it's a no. Once you know you can either celebrate, or move on!
7. If you are successful in getting something published make sure you let the right people know. Send a copy to **your MP** (find their address at www.theyworkforyou.com), and one to us here at **RESULTS** (felix.jakens@results.org.uk). Also, if the article appears in print, Tweet it out as widely as you can – send it to friends and family, all the buzz will help drive

Social media

Social media is a great way to let your friends and family know you are taking the challenge to encourage them to support you. Here are some suggested tweets and Facebook posts you can use in advance of, and during, your Footsteps for Futures challenge. See the fundraising pack for more examples.

I'm completing the **#footsteps4futures** challenge for **@resultsuk** – walking to achieve education for all! Join me: <http://bit.ly/1px8d9X>

Put some sole into it this summer! Join the challenge to end poverty **#footsteps4futures** <http://bit.ly/1px8d9X>

*I'm walking all week in order to help ensure every child has access to an education – support my **#footsteps4futures*** <http://bit.ly/1px8d9X>

Key messages on Footsteps for Futures

When you communicate about the campaign, remember to include these key messages:

Millions of children worldwide face an uncertain future because they live in extreme poverty.

They face daily challenges that impact upon their education, health and security, which threatens their ability to determine their own future and escape the poverty trap.

One of the greatest barriers to breaking the cycle of poverty is a lack of education. Often just getting to school can be a huge challenge for millions of children. Many face a long walk via dangerous routes, often on an empty stomach. Upon arrival, many find their classrooms lacking books and teachers, making learning extremely difficult.

Footsteps for Futures is a brand new fundraising event which challenges participants to put themselves in the shoes of these children to get a sense of the challenge they face.

It calls on participants to walk to school or work every day for a week, and to use the experience to raise awareness and funds for RESULTS UK's work.

RESULTS is a global grassroots movement that uses advocacy and campaigning to bring about an end to extreme poverty. We know that if we act we can end extreme poverty within a generation.