



Thanks To You Press Release - A Short How To Guide

Thanks To You is an opportunity for your project to join in a nation wide campaign, promote your cause and say thank you to National Lottery Players for the difference that they have made to your project or organisation.

The toolkit provides all the details about the activity and various ways you can get involved including lots of free assets to use on social media.

Another way that you can really shout about your project and thank National Lottery players is by sending out a press release to local journalists. We have created a template to make the task as easy as possible. For those of you who don't often do press releases we have also gathered together a few hints and tips below.

Good luck with getting coverage and thank you for being part of Thanks To You!

TEMPLATE

- Be sure to complete all the blanks in the template and delete the prompts!
- Think about the three most important things regarding your project or organisation that you would like the media and general public to understand - make sure to incorporate these key messages in your press release.
- Include any notes to editors about your project at the end, in a similar style to those provided by Big Lottery Fund and The National Lottery
- Insert your contact details at the end in case the journalist has any questions

PHOTOS

- Include a photo or a few photos of your project with the names of those featured.
- Crop in close to the people in the picture - make it really clear what is happening in the photo.
- The better quality the photo, the more likely a journalist is to use it. A file size of around 1MB works well.
- Think about what the photo is trying to convey, does it sum up your project and represent you in the best possible way?
- Watch out for anything distracting or confusing in the background.
- Make sure that everyone in the photo is happy for their image to be used.

SENDING THE EMAIL

- Make sure you know the best person to send the press release to. The easiest way to do this is to phone the publication first and find out the correct name and email address.
- Make the title of the email clear eg Project X Joins Nation Drive to Thank National Lottery Players
- Call the publication shortly after to check they have received your email and to ask if they need anything else - personal contact will stand out from just an email.

#ThanksToYou

