



TEAM UP WITH FIGHTMIND.

DIY BIG FREEZE
MEDIA CHEAT SHEET

Journalists are always looking for great stories happening in their area. Sharing your story can help raise awareness, bring more people to your event, boost donations and inspire others to join the fight against MND.

This guide is designed to help you turn your DIY Big Freeze into a story local media will want to share.

WHY SHOULD I SHARE MY STORY?

Sharing your story in the media raises awareness of FightMND and the need to invest in research focused on discovering treatments, and one day a cure, for MND. It also:

- builds understanding of MND
- encourages people to attend your event
- helps drive donations before and after the event
- highlights the local legends getting involved
- celebrates your school, club, workplace or community
- inspires others to host their own DIY Big Freeze.

LOOK AT WHAT'S IN YOUR LOCAL MEDIA

Before you start approaching the media, look at the stories they are covering. What are people reading, listening to and sharing.

The strongest stories are often the most personal. Media are keen to share stories with a strong human connection. Share your story if you're comfortable doing so. Let people know why you're fundraising. What the cause means to you and who you're fundraising for.

WHO SHOULD YOU TARGET?

Target outlets that already cover feel-good stories or school, local sport and neighborhood events. This is where DIY Big Freeze stories will shine.

Some examples include:

- local newspapers and suburban news websites
- community radio
- local TV newsrooms
- local business networks
- Council newsletters and noticeboards
- community Facebook groups.



MEDIA RELEASES

A media release is an easy way to tell a journalist what is happening and why it matters. The good news? It doesn't need to sound formal. Think of it as a short, exciting event invitation with the key details included.

WRITING YOUR RELEASE

Look to include the following in your release:

- what the event is
- date and time
- exact location of your event
- why you're fundraising
- any big names participating in your event
- contact details.

Aim to put your who, what, where, when, why and how at the start of your release. For example:

Our local football club is hosting a DIY Big Freeze at Simon's Oval on Thursday 6 June, with five club legends, including John Smith, taking on the slide to raise funds for FightMND.

TIPS FOR YOUR MEDIA RELEASE

- Include an eye-catching photograph and let the journalist know you can provide more (if you're able to).
- Include quotes (which can be from you) about why you're fundraising and what it means to you.
- Proofread your press release and check there aren't any spelling mistakes or grammar errors.
- Try to keep your press release to one page.

SENDING YOUR RELEASE

- Aim to send your media release about one week before your event. Follow up one or two days before with a phone call or another email.
- Before hitting send, find out who the best person is to send your release to. You can call before and ask the name of the relevant person and their email and phone number.
- Be proactive. Aim to reach out to a range of different publications and outlets.

POST EVENT

If you can, follow up with a separate post-event media release soon after the event. Follow the same format as your initial media release and look to provide photos from your event, if possible.

SHARING PHOTOS

Including a photo with your media release can increase the chances of your story being published.

Before taking or sharing any images, always make sure you have permission from the people featured in the photo. This is especially important when children are involved.

If you're using a photo taken by someone else, double-check that you have their permission to share it publicly before sending it to media.

FINAL TIP

Your DIY Big Freeze is already a brilliant local news story. Remember to keep your story simple and make your event easy to capture.

Every story helps raise awareness, inspires donations and brings people together in the fight against MND.