



PUBLICITY CHECKLIST





1. Getting in touch with local press

However big or small your event is by hosting it you are part of a **global movement** to bring the different faiths together to help eliminate deaths from malaria.

You should make sure as many people as possible are inspired by your actions.

One of the best ways to raise awareness about your event and encourage participation is by getting an article printed in the local press.

Local media outreach

- Get in contact with your local paper and try and arrange a meeting/ telephone conversation with one of the journalists to inform them about upcoming Faiths Act events in the local area. These can then be entered into planning diaries
- Send a press release to your local paper or student paper
- Find out if your place of worship has a newsletter and ask them to publicise your event
- Set up a Facebook page , tweet about the event , write a blog, or commission one from an attendee after the event. These can then be posted on social media sites to build further interest



Caption: Ore eliquip sustinibh essequipsum dui elessen

2. Building publicity for a bigger event

If you are organising a **big event** and want to build interest there are lots of ways you can do this:



- Put up a poster in your congregation/ work place/ campus/ community centre (download pdf)
- Send an email to your friends/ colleagues
- Hand out flyers or invitations at your place of worship – choose a time when there will be lots of people around (e.g. after a service)
- Go on the internet and find out about the community organisations in your local area such as places of worship, schools, community centres, interfaith bodies, universities and ask them to send invites to their members