

Getting the most out of the media

Build relationships with your local media and get them involved in your event. Get them excited about covering your event with a community focus - getting this local or regional press coverage for your event can help you boost your fundraising. We've provided a template on the next page to help you. Once you're ready to tell the media, contact us! We'll check over your plans and offer ideas for how to spread your message even wider.

Our communications expert...

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When and how to tell others? Draft the key messages you would like to get across including but not limited to, why you have chosen Coastguard, what it means to you to raise funds for us. Assign a photographer for your event to capture it, you'll then be able to send these out to key media contacts after the event to help with coverage. Send a press release to everyone you can think of in your local area. Try and send your press release out early (up to four weeks before your event date), but if you've left it until the day before they may still be interested. Send your press release by email to the news editor at newspapers, radio and TV stations.

What's next? Follow it up with a phone call. Ask them if they are interested in covering the story. Be assertive and persistent. You should also be prepared to email your release again.

They want me to do an interview, what do I do? Don't panic - contact us and we'll help you. It's important to focus on what you want to say rather than just on what they might ask. Take some time to prepare and think about the most important three key points you want people to remember.

Get the word out online Share on Facebook, Twitter, LinkedIn, Instagram, your Blog, Flickr and any other sites you use regularly.

Is that it?...

Why not contact media again to see if they would like to do a follow-up story and run a photograph. This is the perfect time to tell the world how it went and what a difference your fundraiser made for those in need out on the water!



\$140 trains one volunteer for a month.

Train one volunteer – save many lives

Press release template

Please use as a guide for writing your own press release...

Enter date: day, month, and year
Enter title: keep it local, relevant and punchy
Example title: ALETTA SWIMS THE STRAIT FOR COASTGUARD

Make sure that the first paragraphs include the crucial information you want the people in your area to know about your event or fundraising efforts, eg who, what, where, when, why and how.

(Where) At Wellington (When) early on Saturday 9 February dedicated Coastguard volunteer Aletta Lovell will commence her (What) Cook Strait Swim, a fundraising feat with all proceeds going to Coastguard. (Why)

This year Aletta was a member of the volunteer Coastguard crew who were awarded the Coastguard Rescue of the Year 2012 award. The volunteer crew involved in this rescue describe it as being one of the most challenging search and rescue operations they had been involved in in 15 years. She not only puts her life at risk when she goes out to save lives at sea, now she's also taking on an epic challenge to raise funds for Coastguard – her favourite charity.

(Include quote from a fundraiser, preferably an emotive reason for fundraising or a personal connection)

(How) Aletta enjoyed swimming a child, but latterly would describe herself as a “couch potato”. Swimming the Strait is a dream that has been smouldering in her mind since her childhood days. On 12 January 2012 the dream became a reality. She got in the pool, swam 1km, found a coach and so the epic journey begins.

Please join with Aletta and show her your support by donating to her online fundraising page at www.swimcookstrait.co.nz

- Ends -



For further information please contact:

(Fundraiser Name)
(Fundraiser Contact number)
(Fundraiser Email)

Notes to Editors:

(This should include any extra information that you think a journalist would want) to know. For example:

- Information on your school/community group/company
- Information on Coastguard – (Refer Page 11)

About Coastguard

Coastguard is the charity that provides New Zealand's primary maritime search and rescue service. The organisation operates from a network of four regions and 71 affiliated units, located around the coastline and major lakes of New Zealand. Coastguard New Zealand is a volunteer organisation with a charitable status. It has over 2,400 active Professional Volunteers who provide over 307,000 hours of their time each year to educate, protect and help save lives at sea. Coastguard performs over 3,000 rescues each year assisting over 7,000 New Zealanders. There are currently 72 dedicated rescue vessels, 10 air patrol units and one dedicated communications unit. All crew members on board Coastguard vessels and air patrol craft are trained search and rescue personnel working to enhance the safety of all New Zealanders when they participate in boating and water activities.