

# TOP 10 TIPS FOR PUBLICISING YOUR COFFEE MORNING

- 1** Want to make your Coffee Morning stand out from the crowd? How about a bake-off competition or theme to get some publicity?
- 2** Know a local celeb, MP or dignitary? Invite them along and make sure to include them in any photography on the day, as well as your social media activity and post-event press release (with their permission of course!).
- 3** Do you have a fundraising target you want to reach? Include this in a press release or tweet to encourage more people to come along and get involved.
- 4** Are you hosting your Coffee Morning for a particular reason or person? Personal stories and anecdotes are really popular with the media, so if you'd like people to know more about your inspiration for fundraising for Macmillan, why not share this.
- 5** Use one of our pre-event press release templates – fill it in and to send to your local newspaper.
- 6** Send your pre-event press release to your local radio station and offer to do an interview about why you are holding a coffee morning.
- 7** Advertise your event on social media – Facebook, Twitter, Instagram. Remember to put all of the key details – date, time, venue, and who to contact. Use our [be.macmillan](#) site on the Coffee pages to design your own social media content and posters.
- 8** Look for other ways to raise awareness of your event – put up posters, look for local newsletters it can be mentioned in. If you're hosting at work, send an email round to your colleagues, put up posters on your office notice boards, decorate the office so everyone knows it's coming.
- 9** Get some great photos of your event – take several so that your local paper has a choice. Try to go for pictures that will make the most impact – large group shot if you have a lot of people attending, shots including your refreshments, shots including something that clearly says 'Macmillan', photos of anything unusual, stand-out, fun.
- 10** Use the post event press release to let your local media know how much you raised and to be able to thank everyone who supported.