

Stage 5 - How can I publicise my event?

You are now ready to take action and make a difference to your local neighbourhood. Go tell the world!

A simple newsletter is often a useful means of informing existing members as to progress and achievements, but there are also lots of other ways in which the work can be publicized to the wider community – some of them might be:

- Notice boards or posters in the window of local shops, libraries, schools and surgeries (doctors and councillors)
- Leaflets posted to the local community
- Local press
- Community centres

Remember...

- The earlier you confirm the date and venue of your event, the more widely you can publicise it in advance
- Contact the editors of local parish and community magazines.
- Contact community groups who may have an interest in your activity and ask them to publicise the event to their members.
- If you have access to these resources, publicise the event in your own simple newsletter, bulletins, notice board and on your website.
- Ask local libraries, bookshops, supermarkets and community and youth centres to display your posters or leaflets.
- Ensure that a photographer is present. If your local paper doesn't provide a photographer they will be able to direct you towards a local freelance photographer. If you are taking photographs yourself, ensure that they are of a high resolution for printing.
- When writing your press release include the Who, What, Why, Where and When of the event and provide a complete programme of the event
- If a journalist/photographer attends your event, make sure that you greet them before the event starts
- Try to ensure your event is newsworthy. Local journalists are sent hundreds of press releases about worthwhile community events – the more creative and inclusive your event, the more likely it is that your event will be covered.

Contacts

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Groundwork Leeds tel. 0113 238 0601

Email contacts can be found on our website.