

Getting Local Press to Write About Your Fundraiser

Putting your fundraiser into the media spotlight can be a great way to raise awareness in your community and get the people around you excited about what you're doing. If you're comfortable sharing your story, we recommend getting in touch with your local newspapers, television channels and radio stations and telling the world about the impact you're making on Indiegogo Life.

To get you started, the Indiegogo Life team has put together this simple 4-step guide:

1. RESEARCH

Before you reach out to the press about your fundraiser, it's important to lay the groundwork by doing some research on the media outlets that might be interested in hearing your news.

The local newspapers, magazines and TV stations that you read and watch everyday will be your key "media targets" because these are the places that the people of your own city are familiar with and keep an eye on regularly. We've found that taking your news to the local community first can often make a huge impact since people like to fund what's "in their backyard." This is why it's important to contact them first before making your way toward any statewide or national press.

If you're having trouble or just want more ideas, here are some useful websites for finding local media outlets (by state):

- [Yahoo! directory](#)
- [usnpl.com](#)
- [stationindex.com](#)

2. BUILD A MEDIA LIST

After you've done your research on who makes sense to reach out to with your story, the next step is to build a media list:

News Outlet	Contact	Email Address	Phone Number	Twitter	Notes

The key to getting press to pick up your news is finding a journalist that covers your specific topic area (for example, the Metro Editor would be the right contact for a community fundraiser). By finding people who have reported on a similar topic on the past, are interested in your specific neighborhood or write regularly about personal cause-related stories, you'll be much more likely to grab their attention.

Once you have found the right reporter, you need to find their contact information.

The first place to look is the “Contact Us” section on the news outlets website. This is also where you can submit stories to the general newsroom.

If the “Contact Us” page doesn’t provide direct contact information, you can use social media channels, like [Twitter](#), [Google+](#), and [LinkedIn](#), to reach individual Reporters and Editors.

With social media, it is important to personalize your tweet/post and include a link to your Indiegogo Life fundraiser. Do not spam or “mass message” people. It is easy to track generic “copy-and-pastes” on social media.

3. CREATE A PERFECT PITCH

The best pitches are short but compelling. Editors, reporters and producers get an unbelievable amount of emails everyday. To connect, you need an attention-grabbing subject line and a concise (and personalized) pitch that conveys your news.

When writing a pitch ask yourself these simple questions:

- What is your fundraiser about? Does it relate to recent articles or news trends?
- Why should other people in your community care and contribute to your fundraiser?
- Why is it important? Why does the fundraiser matter now?

Use your answers to craft a pitch and resist the urge to include any unnecessary jargon, buzzwords or marketing lingo. Do not cut and paste your fundraiser page itself into the pitch. Use the pitch template below to get you started.

SUBJECT: [insert an attention-grabbing subject line that will get someone to open your email].

PITCH: Hi [insert name],

I saw that you recently wrote about [mention of relevant article] and wanted to share my story with you: [insert fundraiser link]

[Include 2-3 sentences about the fundraiser. This paragraph should be a simple overview of your fundraiser that explains why you started the fundraiser, why it is important, and your relationship with the beneficiary.

The community has raised [insert amount] to help [reiterate the goal].

Please let me know the best next steps. I'd welcome an opportunity to schedule an interview.

Best,

[Your name]

[Your contact info]

4. OUTREACH

We recommend sharing your fundraiser with local media at least three (3) weeks before your fundraiser ends on Indiegogo Life. This gives the press time to write their story and follow-up with requests for assets.

Assets that the media might request include:

- High-res images (typically 1080px)
- Interviews (with you and/or the beneficiary)

Persistence and follow-up phone calls are often the best ways to getting the media’s attention. We recommend following up by email or phone 4-6 days after sending the initial pitch.