



Press Release

Concept, copywriting, delivery to press

You need to raise awareness – you have a funding crisis? You want to tell the community about an event? You have a story to tell? Get into the local press, raise awareness and get results. A consistent, regular presence in the press will bring a rise in your referrals/clients. This information stream also allows you network to local community groups, companies and individuals by increasing your audience and raising awareness.

TOTAL COST BAND - £260+

ConnectCharity will discuss your needs and assess whether you need consistent press activity or a one-off campaign. The information will be gathered, copy written and delivered to the press for publication. There are no guarantees that it will be printed.

Stage 1

- 1 hour meeting to discuss the project.
- 1 hour follow-on meeting to gather information needed and brief.

Fee: Free

Timescale: One week from initial meeting a follow-up meeting will take place to establish route to market, content and format, both processes may take place concurrently dependent upon information and time available

Stage 2

- Appropriate gathering of information
- Preparation of press release to include copywriting and picture gathering or organisation of photographic session with the press.

Fee: £160

Timescale: 1 week from follow-up meeting or to link with copy dates

Stage 3

- Presentation of press article
- Alterations
- Agreement and sign-off

Fee: £80 - £120

Timescale: Working within copy dates

Stage 4

- Send to local press

Fee: £20



ConnectCharity