



# Target Ovarian Cancer

## MEDIA PACK – COMMUNITY FUNDRAISER

Are you raising funds for Target Ovarian Cancer in your local community? Why not get in touch with your local media and tell them about it?

### Why?

Getting your fundraising activity in the local paper could increase donations and encourage more people to come along or participate. Importantly, getting your event in the local newspaper or on the local radio station can also help to increase awareness of ovarian cancer as a disease and Target Ovarian Cancer as a charity.

### How?

The easiest thing to do is send a **press release** to your local newspaper, radio station and TV station. We have included **two templates** for you to fill in below – one for *before* your event and one *after* (in case your story didn't get picked up the first time). When filling in a press release, try to keep these things in mind:

- **Keep it local:** The best way to get the media interested is to highlight any local angle early on. Let them know you are a member of the local community and don't be afraid to tell them your story. The more stories the media cover about real women and real families affected by ovarian cancer the more we can raise awareness of the disease.
- **Keep it clear:** Include all the details of your fundraising. Journalists are more likely to cover your event if they don't have to chase you for the specifics, so make sure you answer: **What** are you doing? **Why** are you doing it? **When and where** is it happening? **How** can people get involved? If you have a **link to a fundraising page (eg JustGiving or Virgin Money Giving)** make sure you include the link.
- **Keep it personal:** Let the media know why it's important to raise awareness of ovarian cancer. If you feel comfortable doing so, include some details

about your own experiences, but remember to write about yourself in the third person.

- **Send a photo:** Include a photo of yourself, or if you have already hosted the event, send a photo of the activity. Try to send high-quality images, and make sure you include all the names of the people in the photographs. Keep the file size to at least 500KB, but no more than about 5MB.
- **Check your release carefully;** make sure all of the details are correct – **[replace everything in bold between square brackets with your own information]**. If you are hosting the event with someone else, please make sure all the details are listed as plural (eg. Fundraiserss in the headline). Copy and paste the press release, including the 'notes to editors' section, into an email rather than sending the file as an attachment.
- **Don't be afraid to follow up:** Even if they haven't run a story before your event, send an updated press release afterwards and include the amount you raised along with a photo (see the post-event press release template below). Don't be afraid to tell them if your event did well – an event selling out or raising an unusually large sum of money could make your story even more appealing to a journalist!
- You could also write a letter to the editor of the paper thanking everybody who came along or donated. You can find local media's email addresses and phone numbers on their websites or at the back of the newspaper. If you have time, try to give them a call and follow up with an email. However, if they do not get back to you, it might also be worth contacting specific journalists, newspapers or radio stations on Twitter.
- If you send out a press release, a journalist may get in touch and ask you for an interview. **Prepare** for your interview and make sure you have all the **details** of the event written down and in front of you. If the journalist asks for more details about ovarian cancer, please direct them to our **website** ([targetovariancancer.org.uk](http://targetovariancancer.org.uk)). And finally, don't forget to **smile** as you'll instantly feel more relaxed and confident.

If you have any questions about how to get in touch with your local media, call our press team on **020 7923 5476**.

## TEMPLATE PRESS RELEASE – BEFORE EVENT

**[Insert date here]**

For immediate release

**[INSERT AREA EG. CHORLEY] FUNDRAISER [INSERT DETAILS OF EVENT EG. HOSTS PUB QUIZ] TO RAISE VITAL MONEY FOR TARGET OVARIAN CANCER**

A fundraiser from **[insert area]** will hold a **[details of your event or fundraising challenge]** to raise funds and awareness of the symptoms of ovarian cancer. The event will take place **[insert date, location and time of event]**.

**[Name], [age],** who lives in **[include exact area/village/district or street name if you can]**, is **[taking part in/hosting/organising]** the event. **[Write a paragraph on you, why you are doing the event, and how you've been affected by ovarian cancer– this will inspire other people to take part too]**

11 women die every day from ovarian cancer, and early diagnosis is key. But 4 in 5 women cannot name bloating as one of the key symptoms of the disease. The symptoms of ovarian cancer are:

- Persistent bloating- not bloating that comes and goes
- Feeling full or loss of appetite
- Tummy pain
- Needing to wee more often or more urgently

**[Your name]** said: **[insert quote emphasising the importance of raising awareness and knowing about symptoms.** For example: *"I'm so glad this event was such a success. Since my mum Jenny was diagnosed with ovarian cancer I've been really passionate about raising awareness of the symptoms, so that more women can be diagnosed earlier."*]

"The event is also a chance to have fun and spread a very important message: knowing the symptoms of ovarian cancer can save lives. Money raised for Target Ovarian Cancer will help support women living with ovarian cancer, fund research into urgently needed new treatments, and help them to continue raising awareness of the disease."

**[I/we]** have an online fundraising page, and would be grateful for any donations made."

To make a donation, visit **[insert link to fundraising page, if you have one]**

For more information about ovarian cancer visit [www.targetovariancancer.org.uk](http://www.targetovariancancer.org.uk)

-Ends-

**Notes to editors:**

The image attached is **[insert details]**

**[insert your details so the journalist can contact you for more information or an interview]**

**For further information and interview requests please contact [insert your contact details]**

**Target Ovarian Cancer is the UK's leading ovarian cancer charity. We work to improve early diagnosis, fund life-saving research and provide much-needed support to women with ovarian cancer.**

[www.targetovariancancer.org.uk](http://www.targetovariancancer.org.uk)

Twitter: [@TargetOvarian](https://twitter.com/TargetOvarian) / Facebook: [TargetOvarianCancer](https://www.facebook.com/TargetOvarianCancer) / Instagram: targetovarian / YouTube: [TargetOvarianCancer](https://www.youtube.com/TargetOvarianCancer)

**Symptoms of ovarian cancer**

Symptoms of ovarian cancer are frequent (they usually happen more than 12 times a month) and persistent, and include:

- Increased abdominal size/persistent bloating
- Difficulty eating/feeling full
- Pelvic or abdominal pain
- Needing to wee more urgently or more often

Other symptoms can include unexpected weight loss, change in bowel habits, and extreme fatigue.

If you regularly experience any of these symptoms, which are not normal for you, it is important that you see your GP. It is unlikely that your symptoms are caused by a serious problem, but it is important to be checked out.

Target Ovarian Cancer is asking all editors not to use the term 'silent killer', as it merely reinforces perceptions that the symptoms of ovarian cancer can't be spotted until later stages. We want to increase early diagnosis in order to save lives, and therefore need to change these perceptions.

Target Ovarian Cancer is a company limited by guarantee, registered in England and Wales (No. 6619981). Registered office: 30 Angel Gate, London, EC1V 2PT. Registered charity numbers 1125038 (England and Wales) and SCO42920 (Scotland).

## TEMPLATE PRESS RELEASE – POST EVENT

**[Insert date here]**

For immediate release

### **[INSERT AREA EG. CHORLEY] FUNDRAISER RAISES VITAL MONEY FOR TARGET OVARIAN CANCER BY [DETAILS OF EVENT EG. HOSTING PUB QUIZ]**

A fundraiser from **[insert area]** has raised **[amount raised]** for an ovarian cancer charity through a **[event name]**. The event, held at **[insert date, time and location of event]**, raised funds for Target Ovarian Cancer, a national ovarian cancer charity providing support and spreading awareness of ovarian cancer symptoms.

**[Name], [age],** who lives in **[include exact area/village/district or street name if you can], [took part in/hosted/organised]** the fundraising event. **[Write a paragraph on you, why you are doing the event and how you've been affected by ovarian cancer – this will inspire other people!]**

11 women die every day from ovarian cancer, and early diagnosis is key. But 4 in 5 women cannot name bloating as one of the key symptoms of the disease. The symptoms of ovarian cancer are:

- Persistent bloating- not bloating that comes and goes
- Feeling full or loss of appetite
- Tummy pain
- Needing to wee more often or more urgently

**[Name]** said: **[insert quote emphasising the importance of raising awareness and knowing about symptoms.** For example: *“I’m so glad this event was such a success. Since my mum Jenny was diagnosed with ovarian cancer I’ve been really passionate about raising awareness of the symptoms, so that more women can be diagnosed earlier.”*]

“Knowing the symptoms of ovarian cancer can save lives. The money **[I/we]** have raised for Target Ovarian Cancer will help support women living with ovarian cancer, fund research into urgently needed new treatments, and help them to continue raising awareness of the disease.”

“**[My/our]** fundraising pages are still open, and **[I/we]** would be grateful for any donations made.”

To make a donation, visit **[insert link to fundraising page, if you have one]**

For more information about ovarian cancer visit [www.targetovariancancer.org.uk](http://www.targetovariancancer.org.uk)

-Ends-

**Notes to editors:**

The image attached is **[insert details]**

**[insert your details so the journalist can contact you for more information or an interview]**

**For further information and interview requests please contact [insert your contact details]**

**Target Ovarian Cancer is the UK’s leading ovarian cancer charity. We work to improve early diagnosis, fund life-saving research and provide much-needed support to women with ovarian cancer.**

[www.targetovariancancer.org.uk](http://www.targetovariancancer.org.uk)

Twitter: [@TargetOvarian](https://twitter.com/TargetOvarian) / Facebook: [TargetOvarianCancer](https://www.facebook.com/TargetOvarianCancer) / Instagram:

targetovarian / YouTube: [TargetOvarianCancer](https://www.youtube.com/TargetOvarianCancer)

**Symptoms of ovarian cancer**

Symptoms of ovarian cancer are frequent (they usually happen more than 12 times a month) and persistent, and include:

- Increased abdominal size/persistent bloating
- Difficulty eating/feeling full
- Pelvic or abdominal pain
- Needing to wee more urgently or more often

Other symptoms can include unexpected weight loss, change in bowel habits, and extreme fatigue.

If you regularly experience any of these symptoms, which are not normal for you, it is important that you see your GP. It is unlikely that your symptoms are caused by a serious problem, but it is important to be checked out.

Target Ovarian Cancer is asking all editors not to use the term 'silent killer', as it merely reinforces perceptions that the symptoms of ovarian cancer can't be spotted until later stages. We want to increase early diagnosis in order to save lives, and therefore need to change these perceptions.

Target Ovarian Cancer is a company limited by guarantee, registered in England and Wales (No. 6619981). Registered office: 30 Angel Gate, London, EC1V 2PT. Registered charity numbers 1125038 (England and Wales) and SCO42920 (Scotland).