



Publicizing Your FreedomMaker Event

You're passionate about justice. You've set up your FreedomMaker campaign. Now it's time to get your community engaged and involved in the cause!

Here are some tips for reaching out to local media and spreading the word out about your campaign.

Get featured on community and event calendars

- Submit your event to local newspapers, TV and radio stations to add to their community calendars and websites.
- Ask local churches or community centers to list your event on their calendars or notice boards.

Press Releases Made Simple

A press release is a great way to give local media all the details of your campaign and invite them to cover your event.

Make sure your press release includes all the basic details: what the event is, where it will be, when it starts, who will attend and what it hopes to accomplish.

When customizing your press release, remember the following:

- *Who should the media contact?* Include your contact name, phone number and email so interested reporters can get in touch with you
- *Keep it short.* Limit press release to one page
- *What's most interesting to see at your event?* Provide a description of photo opportunities at your event; stories with great visuals are more appealing to the media
- *Let them know early.* Send your press release to local news at least a week before your event and follow-up one or two days before your event

To make your publicity efforts simple, we included a template press release in your toolkit for you to customize.

Once you've customized your press release, send the draft to media@ijm.org for approval. Our team will need about three or four days to review and approve the press release, so please plan enough time before your event.

After you receive your approved press release from IJM, you're ready to send it out to press contacts and get the word out about your FreedomMaker event!

Contact the Press and Tell Your Story

You've been compelled by justice issues—make sure you share that passion when you talk about your campaign!

- Research reporters in your area who cover human interest stories or similar issues. Reach out to them and see if they would report on your event.
- Let your local news know how your FreedomMaker campaign event will help to raise funds and awareness about an important cause. Explain your motivation, why your event stands out in the crowd, and why the media should cover it.
- Submit a press release about your FreedomMaker event to local newspapers, TV and radio stations.