



Promoting Your Event

You've set up your fundraising page, thought of an event you want to do, and now you're ready to get your community on board. Below are several ideas on promoting your event through local calendars and press.

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

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 event!

- 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 event will help 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 event to local newspapers, TV, and radio stations.

A Press Release Made Simple

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

Here's a sample press release (blue is your information to be filled in):

Please customize all information below, save, and send to media@ijm.org for approval **prior to distributing to media contacts**. Our media team will review your press release and deliver approved press release back to you within 3-4 business days.

FOR IMMEDIATE RELEASE
Month Date, Year

CONTACT: Your name
Email address
Phone number

[Your city] [Your group/campaign name] makes freedom possible as a supporter of International Justice Mission

[CITY, STATE] — [Your group/campaign name] [is/are] supporting human rights agency **International Justice Mission (IJM)** to make freedom possible for children and families waiting for help. The funds raised will support IJM's efforts to bring freedom to families held in slavery, children forced into prostitution and others trapped in violent injustice around the world.

Every day, IJM works with local governments in Africa, Asia and Latin America to:

- Rescue people out of slavery, sex trafficking and other forms of violent injustice
- Help survivors heal through aftercare and counseling
- Hold criminals accountable in local courts, and
- Help communities fix the problem for good—so no one else becomes a victim

[Include a paragraph here with the basic details of your event—date, type of activity, etc.—plus the target audience and what your event hopes to accomplish. Add the details that make this the most compelling: Are you giving up a special day of your life? Are you expecting a big turnout or special guests? Are you raising funds in honor of someone in the community?]

Location: [Location specifics, address, parking]

Time: [Date and time]

Visuals: [Highlight great visuals that will be a part of your event for press photo opportunities]

For more information, visit [\[your fundraising page URL\]](#).

For more information on IJM visit IJM.org or contact media@ijm.org.

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FAQs for Promoting Your Event

1. Can IJM help promote my event in the media?

IJM won't be able to directly promote your event, but you will have everything you need to become a public relations guru for your event with this toolkit!

2. If someone from the local media wants to interview me, what should I make sure to say?

Fundraising tip #2: Know your stuff. Give yourself a refresher on the problem and IJM's solution. Then share what inspired you to start fundraising for IJM and why raising these funds is meaningful to you and/or your group. Briefly tell them about IJM and our work around the world, but don't feel pressured to speak about anything beyond your own event and passion for the cause.

3. What can I say about IJM to the media?

When engaging with media, first share that you are raising funds to support IJM. You can also explain that you are a passionate supporter, but not an IJM representative or spokesperson. That way the pressure is off, and you can focus on sharing your personal story and why you've committed to helping IJM end slavery!

Feel free to share basic information on IJM's mission, which you can find on IJM.org. Our four-fold mission is to:

- Rescue people out of slavery, sex trafficking, and other forms of violent injustice
- Help survivors heal through aftercare and counseling
- Hold criminals accountable in local courts, under local law
- Help communities fix the problem for good—so no one else becomes a victim

4. If local media wants to interview someone at IJM, where should I direct them?

Direct all media requests for interviews with IJM or more in-depth information on IJM to media@ijm.org.

5. How can I share press articles that cover my event with IJM?

Please send all press coverage of your event to media@ijm.org. You might see your event's press coverage highlighted on IJM's social media, or even our website. Your success can inspire other people to become supporters!

Don't Forget About Social Media!

Utilizing Facebook, Twitter, and other social media platforms can help extend the reach of your event.

Quick Tips:

- Share your fundraising page on Facebook and Twitter, but be sure to include WHY you are fundraising. People are more likely to act when they hear a relatable message or stories that evoke emotion, so keep it personal.
- Consider creating an event on Facebook to post information and updates, and send invitations.
- Be specific with your asks and tailor each tweet/post to the group you're reaching out to—i.e.
 - *On Twitter:* [[@yourchurchschoolhandle](#)] I'm fundraising to #endslavery by supporting @IJM! Come to my event on [[Date, Time](#)] at [[Location](#)] to be a part of the movement
 - *On Facebook:* Did you know there are almost 30 million slaves today? I'm outraged by this number, so I'm fundraising to support International Justice Mission ([be sure you've liked IJM's page to tag us!](#)) and their work to end violent oppression against the poor. Come to my event [[date, time, location](#)] to support me! [[tag people who you want to see at your event](#)]

Thank you for spreading awareness about injustice and for helping IJM bring rescue to thousands of people around the world!