

Top ten tips on how to get your Crowdfunder project in the media

One of the best ways to promote your Crowdfunder project and raise awareness for your campaign is to get some great coverage in the media. We've created template press releases for you to use – but we've also got some great tips to help you on your PR journey.

Target your audience

Read the papers, find out who is writing about your “sector” or category and you'll need to talk to the people who are interested in what you are doing. For example, if your campaign is about food then make sure to talk to journalists who write about food. A great way to find out about who is writing about what is to search on Google and get in touch with the right people. Don't forget to “love your locals” – regional papers are always on the hunt for great local stories. Don't forget, we live in an online world - so make sure to target the online press too!

Take a great photograph

Get some great photographs. Lots of coverage in the media is accompanied with great photos. You can read our [top ten photo tips here](#) – but remember that they don't like printing logos in the paper so try to get creative. Also – don't put the photo in the body of your press release – always attach it separately to your email.

Tweet Tweet

Like we mentioned – journalists receive lots of press releases every day – but that's not the only way to contact them! Twitter is a great way to let people know about your Crowdfunder project – get tweeting at journalists that write about your subject! Don't forget to mention [@CrowdfunderUK](#) too.

Headlines matter

Journalists love catchy headlines – they get sent press releases all day long so you will need to capture their attention at the start.

Write good (!)

It's great that you have a brilliant idea and you are raising funds with Crowdfunder but you need to be able to tell your “pitch” clearly and concisely. When talking to the media get your facts straight and in a logical order to tell the story of your exciting crowdfunding journey.

Roll with it

As your project progresses you will reach different milestones. For example, when you hit 50% funding you can re-approach journalists to let them know how you are getting on. The same goes for when you have reached 100% and are over-funding – you'll want to remind people your campaign is finishing and that they can still support you and your idea.

Be a radio star

Call up your local independent and BBC radio stations and tell them about your Crowdfunder campaign – be prepared to go live on air to talk about your idea and why you are trying to raise funds. Don't forget to let people know how they can pledge and support you by sharing the link to your Crowdfunder page.

Talk to TV

Make sure to let your local TV stations know about your Crowdfunder campaign. Be ready for your five minutes of fame and remember they will want to film a visual representation of your project – so be prepared. Keep remembering to make sure you get the link to your Crowdfunder page shared on the screen so that anybody watching can pledge and support you.

Build your relationships

It's not over when the fat lady sings. Remember to build on your relationships with your new media friends. It's important to keep hold of your contacts for the future and stay in touch with people so that you can build good ongoing relationships.

Share your press coverage

Shout about it! Tell us, tell your friends, tell the dog. Once you've achieved some great press coverage, with lots of links to your Crowdfunder campaign the time will come when you want to share your great coverage. Shout it from the rooftops – share on Twitter, pop it up on Facebook and LinkedIn – and make sure to connect to the publications, the journalists and the broadcasters talking about your Crowdfunder project. Don't forget to tell us too - we've got a great network and we love to share positive stories.