

Tips for sharing your campaign with the media

Make the best first impression

Before you contact a reporter, make sure your campaign is as compelling as possible. Ask a leader to take a look at it for you and check that everything is clearly explained, including exactly how the money will help the cause you're fundraising for.

Journalists are looking for a great story

Remember that journalists won't just provide you with free advertising; they're looking for an interesting and valuable story for their readers. Find an angle – why should they care about your campaign and the cause you're fundraising for? Do you have a personal connection to this cause that will make a good story?

What to send them:

1. **A short, clear blurb that will make them want to read more.** To get the attention of journalists, start by simply explaining your story, the connection it has to the community, and why it's so interesting. Once they're engaged, they can read your story with the details.
2. **The link to your GoFundMe page.** Make sure it's easy to remember. Have you customised your campaign link yet? [Refer to the instructions here.](#)
3. **Great photos or video.** Make sure to include one to three high-resolution photos. Photos of people are usually better than photos of places. If a news outlet does decide to feature your campaign, they will eventually need this, so providing photos from the get-go makes your story even more compelling. Bonus points for having an engaging video to share – [find tips on that here.](#)
4. **Your unique angle.** What sets your story apart from others? Why will their audience fall in love with your story?

Contact the right news outlets

Make sure you're contacting news outlets that will be interested in stories like yours. Local news outlets with a focus on community are a good place to start. Look for publications or specific journalists who are interested in covering the cause you are raising money for. You can also look at who has covered GoFundMe stories in your area before – just search online for the name of your area plus "GoFundMe" and look through the news results.

How to contact them

Find the phone number and email address of the journalist you're hoping to talk to online. Most publications have a standard format for reporters' email addresses and publish the news desks number. They often list details of the name of the journalist who looks after a specific area. You should phone your story in and follow it up straightaway with your release to make sure the story has gone to the right person. Platforms like Twitter and LinkedIn can also be good places to reach out to reporters. Just by using an @ in a tweet you can get the attention of someone interested in featuring your story. Try to find out what day your local papers go to print, and make sure you contact them a couple of days before the deadline. Local media are usually under-resourced and overstretched, so make it as easy as possible for them to have all the information they need.