

Top 10 tips for promoting your Coffee Morning

Your Coffee Morning means a lot to people living with cancer, so here are some tips to promote it far and wide to raise as much money for Macmillan's vital services as possible.

- 1 Want to make your Coffee Morning stand out from the crowd? How about a bake-off competition or theme to get some publicity?
- 2 Know a local celeb, MP or dignitary? Invite them along and make sure to include them in any photography on the day, as well as your social media activity and post-event press release (with their permission of course!).
- 3 Do you have a fundraising target you want to reach? Include this in a press release or tweet to encourage more people to come along and get involved.
- 4 Are you hosting your Coffee Morning for a particular reason or person? Personal stories and anecdotes are really popular with the media, so if you'd like people to know more about your inspiration for fundraising for Macmillan, why not share this?
- 5 Write a press release (a story about what you're planning) with details of your event and send it to your local newspaper.
- 6 Send the press release to your local radio station and offer to do an interview about why you're holding a Coffee Morning.
- 7 Advertise your event on social media – Facebook, Twitter, Instagram. Remember to include all of the key details – date, time, venue and who to contact.
- 8 Look for other ways to raise awareness of your event – put up posters and look for local newsletters it can be mentioned in. If you're hosting at work, send an email round to your colleagues, put up posters on your office noticeboards and decorate the office so everyone knows it's happening.
- 9 Get some great photos of your event – take several so that your local paper has a choice. Try to go for pictures that will make the most impact – a large group shot if you have a lot of people attending, shots of your refreshments, shots including something that clearly says 'Macmillan' and photos of anything unusual, stand-out or fun.
- 10 Write another press release after your Coffee Morning has happened to let the local media know how much you raised, and to thank everyone who supported.