

Media and Social Media: Guide to promoting your fundraising activity

Approaching your local media with a story about your fundraising event or challenge can be a great way of telling people about the difference your fundraising will make to autistic people and their families. It could help encourage people to sponsor, donate or attend your event and ultimately get more people talking about and understanding autism.

If you would like to contact your local newspaper, radio station or TV station about your fundraising event, we have produced this brief guide and a template press release. There are also some top tips below for talking about your fundraising on social media.

If you have any questions or would like any additional guidance, please contact our PR and Social Media team, by emailing press@nas.org.uk.

Social media guidance

- If you have a social media account (e.g. Facebook, X, Instagram or LinkedIn), you can tell people about your fundraising plans on these platforms.
- Try to include a high-quality picture wherever possible, perhaps of you in your walking/training gear or a fun photo of your upcoming event.
- If other people are in the photo, please make sure you have their permission.
- Please use the hashtag #TeamAutism
- Reference the National Autistic Society in any posts. Our handles are:
 - @autism (X)
 - @NationalAutisticSociety (Facebook and Instagram)
 - The National Autistic Society (LinkedIn)

Media guidance

This is a brief guide on how to approach the media and includes a template press release which you can adapt:

- The first thing to do is make sure you're comfortable with your story and photo being covered in the media, and possibly shared on social media. You'll also need to think about what media you'd like to approach (print and online publications, radio or TV).
- If you would like to go ahead with contacting your local media, the best way to get coverage is by writing a brief press release and emailing it to your local newspaper or broadcaster, along with a high-quality photo.
- If other people are in the photo, it's very important that you have their permission to use their image and name in the media.

- When you have written the press release and have a good photo, you can email these to your local newspaper. Make it as easy as possible for busy journalists to identify what the story is about. This means:
 - including a clear subject heading for your email and for the title of the press release
 - putting the press release into the body of your email, rather than as a separate attachment.
- You can find contact details by searching for the newspaper or broadcaster you're looking for online and finding their 'contact us' section. You should aim to find the news desk email. If you're having problems finding the relevant contact details, please email the National Autistic Society's PR and Social Media team and they will help: press@nas.org.uk
- Unfortunately, there is never any guarantee that your story will be published. This decision rests with the editor and will depend on what other news stories there are that day/ week.

You can find out more on how to talk and write about autism in the media by visiting:
www.autism.org.uk/contact-us/media-enquiries/how-to-talk-and-write-about-autism

Good luck with your fundraising event and thank you for supporting the National Autistic Society!

FOR IMMEDIATE RELEASE

Local [man/woman/group] takes on [charity challenge] for the National Autistic Society

[insert photo here]

A [man/woman/person/group] from [town/village] in [county] is taking part in [details of your fundraising activity] on [date] to raise vital funds for the National Autistic Society.

[Name/group], [age], is fundraising for the National Autistic Society because [explain why you have chosen to support our charity/briefly explain your connection to autism in 1-3 sentences].

Autism is a lifelong disability which affects how people communicate and interact with the world. At least one in 100 people are autistic which means more than 700,000 people in the UK.

The National Autistic Society is the UK's leading charity for autistic people and their families. The charity's aim is to change attitudes, transform lives and create a society that works for autistic people.

[Name/group], said: "[Insert your own brief quote explaining why you're doing this. Ideally between 2 and 4 sentences]"

Kim Featherstone, Assistant Director of Fundraising and Supporter Engagement at the National Autistic Society, said: "We want to say a big thank you to [name/group] for all [his/her/their] support. All money raised will go towards the vital work we do to achieve our aims and ultimately a society that works for autistic people. Without the kindness of supporters such as [name/group] we couldn't do what we do."

To support [name/group] visit [online fundraising page/web address/link to event/where to purchase tickets].

For more information about the National Autistic Society, visit: www.autism.org.uk

ENDS

Notes to editors

For more information about the event, to be sent photographs or to interview [person/group] please contact [Add the contact details you would like to include]

For more information about the National Autistic Society and autism, please email press@nas.org.uk or call 020 7903 3539.

About the National Autistic Society

- The National Autistic Society is the UK's leading charity for autistic people.
- We are here to transform lives, change attitudes and create a society that works for autistic people.

- Since 1962, we have been campaigning for autistic people's rights and providing support and advice to autistic people and their families.
- To find out more about the charity and autism, visit www.autism.org.uk
- Follow the National Autistic Society's social media accounts on [Facebook](#), [Instagram](#), [Threads](#), [X](#), [LinkedIn](#) and [YouTube](#).

About autism

- Autism is a lifelong disability which affects how people communicate and interact with the world.
- At least one in 100 people are autistic which means more than 700,000 people in the UK.
- Autistic people have a range of strengths and challenges. For example, some autistic people also have a learning disability and may need support with daily tasks like washing, cooking or exercising. Other autistic people are in full time work and may benefit from reasonable adjustments.
- Autistic people may:
 - Face challenges with communication and social interaction
 - Be under- or over-sensitive to sounds, touch, tastes, smells, light and colours.
 - Have highly focused interests or hobbies.
 - Have repetitive or restrictive behaviour.
 - Experience intense anxiety around unexpected change and social situations.
 - Experience 'meltdowns' or 'shutdowns'.
- Read our guidance on [how to talk and write about autism](#).