**Tips: Getting Exposure for Your Charity & the Great Canadian Giving Challenge Using the Template**

We’ve put together the following media pitch to help you gain awareness or news coverage for your charity’s initiative this June. Here are some tips to help you with your outreach:

**Research**

* Make a list of the local news outlets and visit their websites or call to find out the best contact. Typically, you should include the news or assignment editor (print) and producer or news desk (broadcast). However, if you know of a reporter who covers local initiatives that are similar to yours, add them as well.
* Know your journalist, know their outlet. Follow them on Twitter or read/listen to some of their past and most recent stories so you can tailor your request to their interests, if possible.
* Read, listen and watch your local media to get an understanding of the news they tend to cover and note the names of reporters covering local stories.
* Develop a relationship with local media by reaching out via email, telephone, or social media.

**Keep it short**

* Newsrooms are short-staffed and media are busy so it’s best to be direct and to the point with emails, voicemails, or if you speak with them live on the phone.

**Follow up appropriately**

* Give a reporter a day to read your email or listen to your voicemail before following up with them.

**Charity Pitch Template: Send to local editors/writers**

Hi Xx,

Hope you are well! I am reaching out on behalf of [enter charity name and hyperlink if website available] – a charity organization that [provide service offering] – to tell you about the [Great Canadian Giving Challenge](http://givingchallenge.ca/) . We hope that you can help us to inspire Canadians to say **YES** to charitable giving this June.

Charities across Canada are facing fundraising shortfalls and a number of operational challenges due to COVID-19 and the associated social distancing - many charities are in danger of closing their doors. To help charities like us survive and continue to offer our valuable services, CanadaHelps has launched the sixth annual **Great Canadian Giving Challenge** with an increased grand prize.

**What is The Great Canadian Giving Challenge?**It is a National public contest to benefit any registered Canadian charity. Every $1 donated to a registered charity in June via [CanadaHelps.org](http://canadahelps.org/), automatically enters the charity to win an additional $20,000 donation. The grand prize draw will take place on July 1st, Canada Day, and one lucky charity will receive this new grand prize of $20,000. CanadaHelps knows that the charitable sector has been hit hard by COVID-19, and has doubled the prize this year!

**Did The Great Canadian Giving Challenge make a difference last year?**In 2019 over 109,000 Canadians participated, donating more than $14 million to over 12,000 charities, representing a 25% increase in donations compared to June 2018.

In fact, with the extra donations our charity received in 2018, we were able to [provide specific results i.e.: send 500 additional children with cancer to camp].

This year we’re asking donors to support our campaign to [provide a specific campaign ask] while also entering us for a chance to win the $20,000 grand prize!

Please let me know if you have any questions or are interested in an interview. We are available to speak to you about The Great Canadian Giving Challenge and what our charity is bringing to this community.

Thanks,

Xx