

OXFAM TRAILWALKER MEDIA KIT

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WHY APPROACH THE MEDIA?

Getting media in your local area can be a **great boost** for your fundraising efforts – especially if you can time the coverage to promote a specific fundraising event, such as a concert, quiz night or bake sale.

Local media outlets, such as community newspapers and radio stations, love to profile local people who are doing inspiring things – and Oxfam Trailwalker definitely fits the bill. If you're part of a team sponsored by a local business, it's also a great way to get some publicity for them and have their name associated with a great cause!

Fundraising continues for a month after event weekend, so you may be able to interest the media in doing a story after you've walked the 50 or 100 kilometres. Newspapers like to do follow-up stories, so you get double impact if they've already run a story about you.

Use this **easy guide** to help you to drum up interest from your local newspaper, radio or TV station!



WHAT IS OXFAM? AKA THE ELEVATOR PITCH

What do you say when you've got a journalist (or a potential donor) on the line and they are asking you to explain Oxfam's work?

It's great to have an answer ready for anyone who is interested. Here's a quick blurb you can adapt to suit your purposes.

Short answer

Oxfam is a world-wide development organisation that **mobilises the power of people against poverty.**

All photos: Artur Francisco/Oxfam

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Long Answer:

One in three people around the world live in poverty. Oxfam is determined to change that by mobilising the power of people against poverty.

Around the globe, Oxfam works to find practical, innovative ways for people to lift themselves out of poverty and thrive. We save lives and help rebuild livelihoods when crisis strikes. And we campaign so that the voices of the poor influence the local and global decisions that affect them.

In all we do, Oxfam works with partner organisations and alongside vulnerable women and men to end the injustices that cause poverty.

HOW TO GET YOUR STORY INTO THE MEDIA

1. WRITE A PRESS RELEASE

This is your number one tool to help you approach media outlets. We've prepared a fill-in-the-blanks template for you and included it below (page 7), but feel free to rewrite it or write your own from scratch. The key thing is to keep your press release short and to-the-point (maximum one page), including relevant information and a few colourful quotes.

Put the most important information (who you are, what you're doing and why you're doing it) in the top two or three paragraphs.

Focus on the reasons you entered Oxfam Trailwalker and anything **out-of-the-ordinary** or unique about your team. For example, if you have a special reason for participating, make

sure that's mentioned near the top. If a team member is overcoming adversity of any kind to complete Oxfam Trailwalker, and they feel comfortable talking about it, also mention that!

Think about what **makes your story interesting**. Avoid the trap of thinking there's nothing special about your team – it's pretty amazing to walk Oxfam Trailwalker to raise money for some of the world's poorest people. Just the fact that a local team is participating is usually enough to interest most community media outlets.

We have written a couple of alternative quotes and included them at the end of the press release template. Feel free to use or alter them and incorporate them into the main body.

We've also included a separate document of some past Oxfam Trailwalker stories that have made it into the press. Look through them for inspiration for quotes of your own.



2. GET ON THE PHONE

So you don't fancy yourself a writer – even with our easy-to-use press release? That's ok! You can still get the media interested the old fashioned way, with a phone call to the newsdesk of your local newspaper or radio station.

Before you make the call, jot down the top points of your story that might be of interest to the journalist. It helps to have a few details and possible story angles written down in advance.

Also be prepared to follow up with the journalist via email to remind them of the points you made and give them contact information for follow up.

Try this checklist for starters:

1. Who your team is
2. What you're doing
3. Why you're doing it
4. Anything unique or special about your team
5. Details of any upcoming fundraising events
6. Contact details for your team's nominated spokesperson/s

3. PHOTOS

Including quality photographs will increase the chance of the story being picked up as newspapers can't always spare staff to take photos for you. Include the full names of everyone featuring in the photos.

A couple of high resolution photos should do the trick. By high resolution, we mean on the highest quality settings on your camera. The resolution should be 300dpi for print – but an

easy way to tell if it's good enough is if the file size is at least 1MB.

Taking the photos:

Make sure all team members are visible in the shot, and no one is in shadow. It's good to have a variety of shots, maybe some taken on your training walks and some taken during fundraising or just posed together in a group.

If you already have your costumes sorted for crossing the finish line, why not wear them in a photo – especially if there's a fun or interesting reason behind the choice of costume.



PITCHING TO MEDIA

Who are the local newspapers and radio stations in your area? If they cover community news, they will be likely to pick up your story. It's easy to find out who to contact – just call the main number and ask for the email address and phone number for the newsdesk. Then send over your press release and photos, and follow up by phone within two or three days.

When you pitch the story, stress that you are a **local team** and that you will be **raising money for charity**. If there are circumstances that make your team **unique**, make sure to mention those too.

Some newspapers or radio stations will run your press release as it is, or with a few changes, but others might want to talk to you for more information. Nominate one or two team members to be spokespeople and include their information at the bottom of the release so journalists have someone to call for follow up.

You don't have to be limited just to community news outlets. Previous Oxfam Trailwalkers have been profiled in magazines, on radio and television. Think big! Or small ... school and community organisation newsletters are also a great place to promote your involvement and to raise funds. Be creative!

SOCIAL MEDIA

Social media is a great fundraising tool for you to use. We've found that teams fundraise best when friends and family can keep up with your training and fundraising journey.

So why not create a team page on Facebook to encourage all your friends to follow you and to share in the experience with you. Be sure to add

a link to your team Facebook page that directs people to your fundraising page. As you and your team prepare for Oxfam Trailwalker, you can share pictures from training walks, fundraising updates and even updates from the walk itself.

Whenever you get a donation, publicly thank that person on **Facebook, Twitter, Instagram** and wherever else you have a presence – not only is it a nice thing to do, it encourages other people to donate to your team as well!

A team Facebook page is also great for giving a handy URL to journalists for pointing readers in the right direction if they want to donate – just make sure the link to your team page on the Oxfam Trailwalker website is easy to find!

Like the official Oxfam Trailwalker social media accounts and we can re-share your content and help you find a wider audience.



www.facebook.com/OxfamTrailwalkerNZ



[@oxfamnz](https://twitter.com/oxfamnz)



[@oxfamnz](https://www.instagram.com/oxfamnz)

IF YOU GET STUCK ...

If you think you've got a great story to tell but you're having trouble getting it to the media, feel free to give Oxfam a call or email and we'll see what we can do to help out.

OXFAM TRAILWALKER PAST MEDIA EXAMPLES

OXFAM TRAILWALKER VETERAN TO SET PACE FOR NEW 100KM RECORD

Scoop: <https://bit.ly/2uVLdvD>

This weekend will be his fifth time taking on 100 kilometres for Oxfam – but Zebedee Stone isn't just trying to get his 'Oxfam Trailwalker Legend' status with this one, he's trying to run the fastest 100 kilometres Oxfam Trailwalker New Zealand has ever seen.

"We thought a really good goal would be to try and break 12 hours. We thought that would be a significant challenge, but hopefully doable for a bunch of runners," says Stone, leader of team 'Buff Wait There's More', sponsored by Buff.



OXFAM TEAM UPS FUNDRAISER TARGET TO \$10K

SunLive: <https://bit.ly/2Aac3Gz>

A Whakatane Oxfam Trailwalker team is raising their fundraising target to \$10,000 after successfully reaching their initial target.

Fit Chix team members have raised close to \$4,000, putting them at the top of the fundraising leader board out of 90 teams registered to date.

Team leader Maja Mihelic says it's all due to support from local businesses and a lot of hard work from the team.



MEET THE OXFAM TEAM

The Beacon: <https://bit.ly/2mxU578>

A group of volunteer firefighters from Whakatane have challenged themselves to walk 100 kilometers for Oxfam Trailwalker, held on March 10-11.

Rebecca Dakin, Lisa Jones, Dianne Bulled and Andy Ross met through volunteering for Whakatane Rural Fire and New Zealand Emergency and Rescue unit 17. Their passion for community involvement and their desire to give back to their community got them into Oxfam Trailwalker.



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OXFAM TRAILWALKER PAST MEDIA EXAMPLES

100K TRAIL TEST FOR ROTORUA WALKERS

Stuff: <https://bit.ly/2NBTOLE>

They're not planning to walk quite as far as The Proclaimers, but a four-strong team from Okere Falls Store will certainly be putting themselves to the test.

The four, team leader Rachel Atkinson and Rich Johns, Raine Cooper and Stephanie Davies, are planning to walk 100km for the Oxfam Trailwalker NZ fundraising event.

It sounds like hard work too. "Some people think it's a relay. You do have little pit stops, but you keep going until you're finished," said Atkinson.



ALL IN THE NAME OF CHARITY

Sun Live: <https://bit.ly/2LvCRFr>

We are the Oxfam Trailwalkers.

When the opportunity was presented to me in October last year, I took it on like a classic millennial. "YOLO, why not," I believe was my exact answer when I was asked to join a team.

The deal is four of you decide you're insane enough to walk either a 50km or 100km trail through the Eastern Bay of Plenty for Oxfam New Zealand. It's a charity experience with a time limit - for 50kers you have 18 hours and for 100kers you get 36.



COMMITTED TO TRAILBLAZING CHARITY CHALLENGE

Stuff: <https://bit.ly/2NDUaSj>

Four East Aucklanders will be challenging their physical abilities when tackling this year's Oxfam Trailwalker, a 100-kilometre hike to raise funds for the charity in its efforts to fight poverty worldwide.

The group of 20-year-old university students Connor Rosieur, Mikayla Rosieur, Hannah Williams and Matthew Twyman will attempt to walk across eastern Bay of Plenty terrain in 36 hours or less, starting on March 10. They say their main challenge will be dealing with the expected foot blisters and the lack of sleep, and trying to remain friendly and civil to each other for more than 30 hours.



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TEMPLATE MEDIA RELEASE

[Adapt as suits you and your team]

For immediate release

Locals hit the trail for charity

A group of adventurous and big-hearted [XXXX residents] have dusted off their hiking boots to take on Oxfam Trailwalker, a fundraising event in Whakatāne where teams of four walk 100 kilometres in 36 hours or 50 kilometres in 18 hours to challenge themselves and challenge poverty.

Local team [NAME] has already started training for the walk and raising funds to support Oxfam's humanitarian and development work. The team has organised a [quiz night/bake sale/XYZ event] to give its fundraising a boost.

"We decided to enter Oxfam Trailwalker to do something for a worthy cause, and because [XXXXX]," said team member [Firstname Lastname]. "None of us have done anything like this before, but we're looking forward to [X, Y and Z]."

Oxfam Trailwalker will take place the weekend of [date] in sunny Whakatāne. While physically challenging, participants don't have to be ultra-fit to enter. "Our training routine involves [XXXXX], but like many of the other participants we're not athletes – we're out to have fun and raise money for Oxfam's work while we're at it," said [Lastname].

The team's goal is to [fundraise \$X and complete the trail in X time].

To support [Team Name], head along to their [fundraising event] at [time/date/location] or visit their Oxfam Trailwalker team page at [Team URL]. To register a team, visit www.oxfamtrailwalker.org.nz.

/ENDS

For further information or interviews with [Team Name], please contact XXXX XXXXX on [phone number and email].

Notes to the Editor:

Oxfam is an international confederation of 20 organisations working in more than 90 countries to find lasting solutions to poverty and injustice. The organisation works directly with communities in developing countries while seeking to change the global conditions that keep people in extreme poverty.

ALTERNATIVE QUOTES:

“This is the **XX** time we’ve done Oxfam Trailwalker. We keep coming back because **XXXXXX**.”

“Even though we are all experienced [**walkers/runners/hikers/XXXX**], people of all fitness levels take part in the event. It’s all about having fun and doing something amazing for yourself and for others who don’t have many of the things we take for granted.”

“We’ve received a lot of support already from the community, including [**XYZ local business**], which has supported us with [**XXXXXXXX**].”

GOOD LUCK!



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