

# CHEAT SHEET

Getting publicity for your event or activity



## PUBLICITY HELPS YOU TO:

- Boost attendance and donations
- Raise awareness about youth homelessness and a worthy cause
- Get prizes and donations to increase your fundraising
- Get a spot of well-deserved recognition for your good work.

## SHARING ON SOCIAL MEDIA IS EASY. PEOPLE LIKE TO SEE:

- A story about what you or your company are doing for worthy causes
- The industry likes to see who is participating
- Something unusual: Are you doing something different? Perhaps some sort of unusual or quirky activity? Are you aiming to raise a big number, or set some kind of record? Anything that stands out makes your story more newsworthy.
- Real stories that connect you to the cause: Does someone in your organising group have a direct connection to working on building a Haven House? Do they know of any young person who is at-risk or has experienced homelessness?

## FOUR EASY STEPS TO GETTING SOCIAL MEDIA COVERAGE:

1. Know which social media tool suits your content: videos and photos are good for Instagram, stories about what you are doing as an employee or a company are good for LinkedIn.
2. Share on your personal account, but also ask the company marketing or communications team to share on the official organisation account.
3. Use the social media tiles in the Tools page
4. Keep us posted! Let us know at the Property Industry Foundation by using the following hashtags: #giveforhomelessyouth #homelessyouth #fundraisingforhomelessyouth #propertyindustryfoundation #iamforhomelessyouth #building #homes #homeless #youth #constructionindustry #homelessyouth

**THANK YOU! TOGETHER WE'LL FUNDRAISE TO BUILD HOMES FOR HOMELESS YOUTH**