

HOW TO GET YOUR MITZVAH DAY SEEN

Good publicity attracts participants, showcases our values and supports your chosen charity. Whilst Mitzvah Day will do its best to get your project covered, it is often best to use your own local resources. There are lots of ways to gain publicity – local newspapers and websites, your own community's newsletter and social media, and the communications channels of your interfaith partners, chosen charity and/or national movement.

1

You may wish to send your stories and pictures to your local press and newspapers, post on your social media platforms and share in your newsletters.

2

Good photos are the key to coverage – lit from the front, well-framed and with everyone in shot and in focus.

Good Photo Examples:



3

Think of a great angle for your story, whether it is faiths coming together, the good work being done or a personal connection with the charity.

4

Please send a copy of your very best photos, with a two-sentence description of your project, to media@mitzvahday.org.uk. Please let us know if any special guests attended your project.

5

Keep in touch with Simon, who runs Mitzvah Day's PR, to see how he can support and advise you on any press related queries you may have – simon@mitzvahday.org.uk.