

GREAT BIKE GIVEAWAY MEDIA GUIDE

If you have never pitched a news story or spoken with the media before, approaching them for the Great Bike Giveaway might sound intimidating. It doesn't have to be! Reporters are just normal people. News publications and broadcasts need to fill a daily quota of words or air time in order to produce the news. They are looking for stories!

They might have the hard-hitting, "if it bleeds it leads" stories covered, but they need human interest stories to keep their content balanced. Many of them will be happy that you're helping make their job easier by uncovering a feel-good story with a local angle.

WHAT'S A PITCH?

A pitch is a brief personal message to a person who works in the news media. The purpose of a pitch is to introduce the media to the Great Bike Giveaway with a short teaser about you and the campaign overall. Pitches are typically sent via email, but they could also be over the phone or even sent via social media.

WRITING YOUR PITCH

Successful pitches make a reporter want to cover your story because it is relevant and interesting to their readers, listeners or viewers. It's important that your pitch be short - it's not a press release - but it should contain enough information to pique their interest.

State the Facts

Cold, hard facts are a journalist's best friend. Include statistics, numbers and data to support your claim that this story is relevant and worth covering. Our fact sheet contains a collection of compelling facts and figures about the Great Bike Giveaway, children with special needs, and the health benefits of biking. Make sure to include:

- Your name and contact information.
- The name and age of campaign entrant.
- A photo or two of entrant(make sure they are good quality, high resolution images).
- Link to the fundraising page dedicated to your fundraising campaign.
- A link to the Great Bike Giveaway website.
- Be sure to include an offer to provide more information if they are interested in the story.

Make It Personal

We bet you have a pretty powerful story. Share that story, briefly, in your pitch. Who are you? What challenges do they experience? What activities do they enjoy? Why do they deserve a bike? Why did you get involved?

Remember, this year getting the most votes ensures that your child will receive a bike in their category.

Think Outside the Box

Get creative! Don't be afraid to take a risk by pitching your story with a unique angle or an out-of-the-box opening line, especially if you've tried a traditional pitch and haven't seen results.

Follow up

If you don't hear back within a few days, send a brief follow up message.

TYPES OF MEDIA TO PITCH

Newspapers

Finding the right reporter is key when pitching your story to a local newspaper. Most journalists cover a specific "beat" or range of topics like education,

business, local news, or restaurants. Do your research before reaching out so that you can find the right person. Look for writers who cover local features or nonprofits for this contest. Avoid sending your pitch to more than one writer at a given publication.

Blogs

Pitching on-topic is the most important thing to remember when approaching a blog; choose sites that are relevant to the Great Bike Giveaway. Blogs are more personal than traditional publications and often cover more lifestyle topics than a news website. Some of them reach a very wide audience. Be sure to read a few of the blog's previous posts and get a sense for what stories the writer likes to cover, so that you can tailor your pitch to their tastes and audience.

TV Shows/Local News Stations

Producers decide which stories should be covered, so try reaching out to the producers directly if you can. Make sure any images you send are high quality, since they might end up on television.

Radio and Podcasts

Radio is a storytelling medium, so make your pitch a story. Build a story around your child. Reaching out to the right person is also important. For some shows, the host also serves the producer role or they may have a separate producer and sound engineer. You may be able to find this

information on their website, so you can contact the right person on their team.

Influencers

In today's world of social media, influencers are used as a source of creating awareness. They regularly impact different ideas, concepts and decisions onto their audience of followers. Before reaching out, do your research on local influencers that you admire and who care about the community. A simple post or video from an influencer can increase awareness to the Great Bike Giveaway and get the votes your child needs to win.

Sample Pitch

Hi {first name}!

I respect your work a bunch and have been following your stories for a while. I wanted to share a story with you that I think you will find valuable to your readers and the local community. A Nonprofit organization, Friendship Circle is hosting their annual Great Bike Giveaway that provides children with special needs the opportunity to win an adaptive bicycle. So far, they have raised over one million dollars and provided over 1,100 adaptive bikes.

Imagine never being able to ride a bike with your family or not having the chance to ride with friends? For a child with special needs, riding a bike is much more than exercise, it's about making them like just one of the kids.

You can read more information about the Great Bike Giveaway at www.greatbikegiveaway.com

If you're so inclined, I'd love to provide you information about local participants in the Great Bike Giveaway for you to share with your audience. Please let me know if you are interested to hear more.

Kind regards,
{your name}