



THE

BIG SCOTTISH PICNIC



Heart of
Scotland
Appeal



Registered with
FUNDRAISING
REGULATOR

Top Tips to publicise your event:

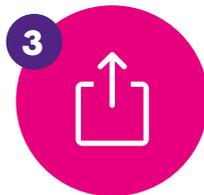
We're here to help you get the most out of your Big Scottish Picnic, and here are our top tips on how to do just that!



1 Advertise your event on social media – Facebook, Twitter, Instagram & Tik Tok. Remember to put all of the key details – date, time, venue, and who to contact



2 Use our template to create a press release that you can send to your local papers & radio stations.



3 Do you have a personal connection to Heart Research UK and the work we do? Share your story to inspire people to join you in fundraising for the Heart of Scotland Appeal.



4 Make your picnic extra fun by using our fundraising resources like the fundraising fines, biscuit decorating competition and our Heart of Scotland quiz!



5 Set yourself a fundraising target and share it with your guests, people will want to help you reach your goals!



6 Make sure you take photos of your event and share these afterwards along with the link to your fundraising page, people who couldn't make it might still like to contribute!



7 If you know a local celebrity, public figure or local legend ask them to post about your event, you could even ask them to pop along!



8 Pop our email signature on your work and personal email to make sure everyone knows about your event.



9 Use our editable posters and invites to let people know how to get involved.



10 Send a calendar invite to your friends and colleagues to make sure they have saved the date!