

When you bake your 'Miracle cake' this Harvest (recipe enclosed), you'll be joining hundreds of others in celebrating MRDF's 21st birthday. Make sure that you get your local media involved as well, by using the sample press release overleaf and the hints below.

Just imagine the impact this Harvest, if every Methodist church using this pack spreads the word about MRDF in its local area.



*Radika's daughter, Jan Devi, helps her parents with the vegetable harvest. MRDF partners in Nepal have helped her family to grow fruit and vegetables all year round.*

### Five tried and tested ways to maximise your media coverage

- 1 Research: which local newspapers and radio stations would be interested in your Harvest event?
- 2 The local media cover stories that are relevant to their readers: try to involve other local groups, schools or well-known figures in your event.
- 3 Send a press release (one A4 side) by e-mail. If possible, follow up with a phone call. Use the sample press release overleaf, but make sure you adapt it as appropriate.
- 4 Your press release should contain all the essential information (who, what, where, when, why?) plus time, date and location, and a mobile phone contact number if possible.
- 5 Ensure there is a good photo to accompany every story. Pictures should always include people and should clearly show what the event is about. If they do not send a photographer, send your own digital photos to your local paper after the event, with another copy of your press release.

### Harvest suppers, coffee mornings and other events

You could enjoy your 'Miracle cake' after your Harvest service, at a special Fairtrade coffee morning or at a Harvest supper. This is a good opportunity to gather with friends and neighbours to share and celebrate together. For a more international flavour, why not also try to use some African or Asian music or recipes?

At this event, help people find out more about small miracles by:

- Displaying the enclosed posters.
- Showing the Small Miracles PowerPoint presentation on the Harvest CD rom.
- Watching In All Its Fullness VHS/DVD (£3 to rent or £6 to buy) to introduce people to the work of MRDF.
- Booking an MRDF speaker.

Raise money with an entrance fee or use the MRDF gift aid envelopes to encourage people to make a donation.

Contact [mrdf@methodistchurch.org.uk](mailto:mrdf@methodistchurch.org.uk) or 020 7467 5132 for extra resources or to book a speaker.



*James (centre) and classmates Cynthia and Marie in their school vegetable plot, grown with help from MRDF partners in Cameroon.*

Use this press release to help get your event into the local media. Download a version from [www.mrdf.org.uk](http://www.mrdf.org.uk) to adapt and e-mail to your local paper/radio station and check out the handy hints overleaf to help you maximise your media coverage.

## PRESS RELEASE



Methodist Relief &  
Development Fund

### <insert name> Church bakes Miracle Birthday Cake

<insert name> Methodist Church will be eating a special birthday cake on <insert date> to celebrate the 21st birthday of charity Methodist Relief and Development Fund (MRDF).

MRDF campaigns for justice and gives grants to small locally-based projects in 40 of the world's poorest countries.

<insert name> Methodist Church is joining hundreds of churches and groups across the UK who are baking and eating birthday cakes to support MRDF this Harvest time. Celebrity cake-maker Jane Asher has supplied the 'Miracle cake' recipe; and the chocolate cake is made with Fairtrade ingredients, ensuring farmers in poor countries are paid a fair and reliable price for their crops.

MRDF Director Kirsty Smith said: "We can all be part of tackling poverty. We may be overwhelmed by the scale of the world's problems, but even doing something small can make a real difference to someone's life. Over the last 21 years MRDF, with the support of churches in the UK, has helped tens of thousands of individuals and communities in Africa, Asia and Latin America to reach their full potential - these small miracles are worth celebrating!"

The candles will be blown out/cake will be cut by <the mayor/local MP/minister/21 children from local primary school/local celebrity etc> at <insert location> on <insert date>.

"We're looking forward to being part of MRDF's birthday celebrations," said local organiser <insert name>, who made the birthday cake: "It takes only a small amount to make a difference and money raised for MRDF will help pay for seeds, tools and training to help people in developing countries celebrate harvest this year and to look after the land for future generations. A good harvest for a family in Nepal, where 30% of people live in poverty, means enough to eat, a better income and an increased chance of children going to school."

<insert name> Methodist Church will also be raising money for MRDF projects by having a collection at a Harvest Festival service/holding a coffee morning/Harvest supper <insert time, date, location and any other information>

ENDS

#### Notes for editors:

- **Photo opportunity: candle-lighting and cake cutting at <location> at <time> on <date>.**
- For more information contact local organiser <insert name> on <phone, preferably mobile number> or <e-mail>
- Methodist Relief and Development Fund (MRDF) is the British Methodist Church's agency for international development and works in partnership with local organisations in some of the world's poorest countries. MRDF helps people to work their way out of poverty and to stay out of poverty in the future. MRDF partner organisations work with people on the basis of greatest need, not religion or race.
- To donate to MRDF's Small Miracles appeal or for more information, including the 'Miracle cake' recipe, visit [www.mrdf.org.uk](http://www.mrdf.org.uk) or call 020 7467 5132. Images of MRDF projects are also available from [mrdf@methodistchurch.org.uk](mailto:mrdf@methodistchurch.org.uk)