



Do you have a story to tell about your work as a charity?

Oxford Road Traders Association are committed to making a difference so the whole community benefits. We'd like to create a permanent slot for charities by offering editorials in our bi-monthly **Oxford Road Traders Brochure**, launching July 2016.

Charities are becoming the lifeline for an increasing number of people who depend on them for survival, either as beneficiaries or customers, so we would like to give them a little bit more exposure to show our appreciation for their work.

In this spirit of community engagement and our goal to make a difference we are looking for a community feature in every publication of the Oxford Road Brochure. Charities can submit an editorial of up to 400 words covering anything they believe the public needs be made aware of, this will be published with a free full page advert. We need to ensure their stories have an impact and connect to their potential audience so have made a simple list to assist them.

Key points to writing a good editorial:

1. Jot down an outline of your main points
2. Try to create your story based on the problem, the solution and how people can help
3. Write a fact-led headline (approx. six to ten words)
4. Write up to three bullet points previewing your main story
5. Write the first paragraph summarising the main story; emotionally connect to your reader
6. Ensure your release explains the who, what, why, when, where & how of your story
7. Feature a quote from a satisfied (named) client/customer/beneficiary
8. Detail all your contact details (including phone, email and address)

We hope you will take this opportunity to be part of something new that stands up for and serves the wider community we live and work in.

You can visit our website www.oxfordroad-reading.co.uk to get an insight into the vision we have for the Oxford Road area - we hope very much that you can be a part of it.

Thank you for your time and please keep up the good work you do.

Kind Regards

Sara Bolton
Business & Community Liaison

Oxford Road Traders

Mobile: 07947 571514
Website: www.oxfordroad-reading.co.uk
Facebook: [Oxford Road Reading](#)
Twitter: [Oxfordrd_rg](#)