

# Promote your challenge

## PR and marketing

We have a range of resources ready to help you shout about your Big Golf Race. There's a press release template to help you gain coverage in your local paper, as well as posters you can print out and post everywhere! Or if you'd prefer to create your own materials, you can [download our 'supporting' logo](#).

Find all the resources you need at [prostatecanceruk.org/golfresources](http://prostatecanceruk.org/golfresources)

## Join us on social media

Join [The Prostate Cancer UK Golf Society](#) on Facebook

 Follow and tag **@ProstateUK** on Twitter

 Follow and tag **@ProstateCancerUK** on Facebook

 Follow and tag **@ProstateCancerUK** on Instagram

 Follow and tag Prostate Cancer UK on LinkedIn

## Social media is a great way to spread your message:

- 1 Share your story. Tell people why you're taking on The Big Golf Race and share your reasons for taking part. We have some handy shareable assets for you [here](#).
- 2 Recognise and thank your donors – make sure you thank and tag them in your post.
- 3 Go live on the course! Use Facebook Live, Instagram stories or Insta-Live during your Big Golf Race to remind people what an incredible thing you're doing.
- 4 Celebrate your successes and tag your friends in the photos.
- 5 Regularly post your JustGiving page link with an ask to donate. You can add the link in your Twitter or Instagram bio too and reference it in your posts.
- 6 Share our updates so people know how their donation can make a difference.



**PROSTATE  
CANCER UK**



**The Big  
Golf Race**