

Marketing

Third Sector Workbook 6



Improving support
for a stronger third sector



LOTTERY FUNDED



ACTion
with communities
in cumbria

The Third Sector Workbook Series

This publication is one of a series of workbooks that have been developed to help organisations to manage their activities and finances effectively.

The workbooks have been developed by a group of organisations working together. These are:

- Action with Communities in Cumbria
- AWAZ (Cumbria)
- Cumbria Disability Network
- Cumbria Youth Alliance
- Young Cumbria

Their joint work has been funded by Capacity Builders (Improving Reach) and the Big Lottery Fund (BASIS).

Throughout the workbooks we have tried to use some terms consistently. The glossary below should help when you use them.

When we say ...	We mean ...
Third sector	Community groups, charities, social enterprises.
Organisation	Your group, club, society, village hall committee, trust, charity, etc.
Stakeholders	All the people with an interest in your organisation including clients, users, members, staff, volunteers, trustees, committee members and funders.
Governing document	The rules that set out what your organisation can do, who its members are and how it will be run e.g. constitution, articles of association, deed of trust.
Infrastructure group	Organisations, including those involved in developing this workbook, which provide advice and support to other third sector organisations.
Management group	Your managing committee, Board of trustees, directors – those people legally responsible for your organisation and its work.
Activities	Your projects, services, village hall facilities etc.

Note: The contents of this workbook are accurate only at the time of writing. Groups are advised to check with the latest good practice guidance from their local infrastructure group or by visiting the Charity Commission Website.

A quick guide to writing a Marketing Plan



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Part 1 - Information

1. Introduction to the workbook

This workbook has been produced to help your **organisation** plan the marketing of its activities.

Planning will help you to be clear about:

- Who you want to communicate with.
- What you want to communicate.
- How you are going to communicate.

This will help you tell people what you are doing so they can:

- Take part in your activities.
- Volunteer to help.
- Offer financial support.

Marketing can be tackled quite easily and it is not necessarily expensive. It is simply the ways in which you get your message heard and your name known.

Having read this workbook and completed the Action Sheets in Part 2 you will have done most of the work needed to produce an effective marketing plan. You can then market your activities effectively and efficiently so that your **stakeholders** get a consistent message and you make the best of your organisation.

Appendix 1 provides a press release template.

2. What is marketing?

Marketing is simply letting other people know what your organisation does or what it plans to do.

A marketing plan sets out how you are going to let stakeholders know what is happening and how they can be involved.

The public image of your organisation is not only created by the variety and number of activities which take place, but also how those activities are marketed, or communicated.

Your marketing plan simply sets out:

- Who you want to communicate with.
- What you want to communicate.
- How you are going to communicate.

2.1. Why do you need to market your activities?

You don't necessarily have to have a written marketing plan. However, it does help to have a clear idea of how you are going to communicate with your stakeholders. So even if you don't type up a formal document, the process of planning can be helpful.

In developing a marketing plan you get to:

- Step back from day to day work to discuss things that would not otherwise be on the agenda.
- Work out what you want to tell your stakeholders so that you can send out the same message to everyone.
- Work out the best way to get your message to the people you want to reach.
- Work out how much it is going to cost, so that you can budget accordingly.

You need to market your organisation so that you can:

- Increase your membership/usage, by informing people of what you do and how they can access your activities.
- Increase support for your organisation and potentially increase your income.
- Let people know how you differ from other organisations.
- Remind people that already know about you to reassure them that you are still there.

Remember

First impressions count, so make sure that you send out the same, positive message to all your stakeholders.

2.2. Who is involved in marketing?

In a small organisation, a member of the management group usually takes responsibility for writing the marketing plan, possibly with help from others on a sub-committee. In a large organisation, the task may be delegated to a member of staff with design or marketing skills. It is helpful for local media and press to have a known contact so appoint one or two people as press and publicity officers.

However, everyone in the organisation will be involved in marketing at some point. This is because marketing doesn't start and end with one poster or flier, people are constantly coming into contact with your organisation and each time they do, they form an opinion of it. Where possible, work closely with other relevant organisations to make the most of each marketing opportunity.

Marketing includes:

- How your premises look (if applicable).
- What management group members, staff and volunteers say about the organisation.
- How management group members, staff and volunteers behave while they represent the organisation.
- Written material e.g. posters, flyers.
- Letterheads, stationery.
- Newsletters
- Websites.
- Special events.
- Press releases.
- Television, radio and newspaper coverage.

3. Gathering Information

Before you sit down to write your plan, you need to gather together key information about your organisation and the context in which you are working, this will help you to decide who you need to market your activities to and what you have to offer. If you have already written a business plan work from this, if you haven't please refer to the workbook on *Business Planning* for guidance on how to do this. If you don't want to write a plan, just look at your organisations strengths and weaknesses and the environment it operates in, to give you an overview of what's going on around you.

Before you market your activities you have to make sure your organisation can deliver them so make sure that you have all the necessary policies and procedures in place e.g. licenses, safeguarding, health and safety, insurance etc. Please refer to the workbook on *Policies and Procedures* workbook for guidance.

3.1. Who do you want to communicate with?

It is important to establish who you want to send your message to, as this will affect:

- The type of language, print and pictures you use e.g. bright, bold colours for a youth club.
- The type of advertising media you use e.g. poster, word of mouth, press release.
- Where you advertise e.g. local paper or notice board.
- How often and when you advertise e.g. notice of A.G.M. for members.
- The content of any written material e.g. existing members will already know what you do, but new members won't.

If you want to attract potential users and/or members you need to be clear about who they are so you can advertise in the right place at the right time e.g. if you want to attract new members of a youth group a notice in a Parish Magazine will not be as effective as posters and fliers in the local school. Please refer to the workbook on *Sustainable Funding* for guidance on market research.

You may also want to communicate with other stakeholder e.g. funders, other local groups or the community at large. Raising awareness of what you do is important if you want your organisation to continue in the long term.

At this point you might like to complete Action Sheet 1 *Your Audience* on page 20

3.2. What do you want to communicate?

Once you have decided who you want to market your activities to, you need to decide exactly what message you want to get across. The message you need to communicate might be very specific e.g. advertising a one off event, or more general e.g. what facilities your village hall has. Either way, think carefully about what you want. Outline different methods in your plan.

Try to use the same style with all your marketing, if your organisation has a logo always use it. Your image is important, you need to be consistent or people will become confused.

You need to establish the positive features of your organisation. Analyse the good points and work out what the **unique selling point (USP)** of the organisation is. Your USP is a benefit, feature or combination of features that is particular to your organisation and which other organisations may not have. It is something that will be attractive to people that you can use to persuade them to support you rather than another organisation.

Your USP sets you apart from the rest. Your organisation may be special because of your:

- Experience in running a particular activity e.g. 20 years running a youth club.
- Resources and facilities e.g. a large hall and parking for 12 cars.
- People e.g. expert and dedicated staff and volunteers.
- Culture and values e.g. the way you include people of different ages.

- Achievements e.g. any awards you have won.
- Location e.g. central to the community.

To establish your organisation's strengths, weaknesses, opportunities and threats please refer to Activity 7 in the workbook on *Business Planning*.

At this point you might like to complete Action Sheet 2 *Your Unique Selling Point* on page 21.

Remember

Marketing should not just be a 'one off' which is done to avert a funding crisis. It should be a continuous process.

Allow finances for marketing within the annual budget. For example, advertising costs, subscriptions, printing costs etc.

4. Promoting Your Organisation

Once you know who you want to reach, what you want to say and the image you want to present, you need to decide how you are going to do it.

You have a number of options; some are suitable for ongoing publicity and some suit particular events, so pick the methods that suit your circumstances at different times. Your marketing plan doesn't have to be set in stone, circumstances change and marketing opportunities come up all the time, take advantage of them when they do. However, make sure that your message matches your organisation's image.

4.1. Your premises

Not all organisations have their own premises. If you do, you need to make good use of them to market your organisation. Make a good first impression by keeping them clean, welcoming and warm! Do all you can to make sure they are accessible to the public, including those with disabilities.

Let people know where they are by having clear and attractive signing to and on the building. Have printed directions available that include a map and postcode,

At this point you might like to complete Action Sheet 3 *Your Premises* on page 22.

Remember

To comply with the Companies Act registered companies must ensure the company name is visible from the outside of its registered office (usually your premises) and any premises from which it carries out its business. You may be exempt from this requirement if the registered office/place of business is primarily used as living accommodation (e.g. it is a director's home address).

Notice boards (outdoor and indoor) can be used to make members, potential users and the general public aware of your organisation and its activities. They should be kept up to date with:

- A programme of planned activities.
- Posters for forthcoming events.
- Contact details.

Indoor notice boards should also have:

- Copies of rules.
- What to do in case of an emergency.
- The location of the first aid box.
- Copies of the insurance certificates.
- A copy of the premises license (if applicable).
- Current newsletters (if applicable).

4.2. Written material

Your organisation's written material needn't cost a fortune to produce. Use the same format for all your letterheads and compliment slips. Small organisations can do this by setting up a standard format using the computer software they have access to. Larger organisations may decide to have printed stationery produced.

Registered companies and/or charities must include the company name and registration number(s) on all correspondence, documents, cheques, invoices, receipts, and orders including electronic material e.g. e-mails and websites. Even if your not registered, ensure that your leaflets have your address, phone and fax numbers, email and website addresses and if possible a map of how to find your premises, this make it as easier for people to find you.

Include details of your funders; this is especially important if you have promised to do this in your funding application. So that you have a set of information ready to send to anyone making an enquiry, you can put together an advertising pack. Include:

- A leaflet or sheet detailing contact names; postal and email addresses; website addresses; phone numbers and directions.
- Details of the facilities at your premises and any equipment available for hire.
- Details of your organisation's activities, with times and dates.
- Flyers for events.
- A newsletter if you have one.

Remember

Prepare a few packs so that they are ready to send out as soon as someone makes an enquiry. Keep them up to date; including fliers for events which happened weeks ago can create a bad impression.

Newsletters are a good way of keeping in touch with people. It may be that there is a parish or church newsletter to which your organisation could regularly contribute. Alternatively, you could create one of your own.

Your newsletter doesn't need to be very complicated; a two sided sheet of A4 paper may be all you need. Use the computer software you have available, if you have a larger budget, consider buying a specialist package or using a professional printer. Your newsletter can be sent out electronically, saving you time and money by reducing printing and postage costs. Make sure you get permission to hold the recipients contact details and use a software programme that most e-mail recipients can open. If your organisation has a website, upload all your newsletters so that they can be referred to by anyone accessing the website.

How often you produce a newsletter is up to you and will depend on who you want to reach, what you want to say and how much time and money you have available. A monthly newsletter sounds like a good idea, but can be difficult to produce unless you have a lot going on to provide its content and plenty of time available. Be realistic, once a quarter may be often enough to keep up the momentum and make sure people remember who you are and what you do, without creating too much work. Inviting contributions from others is a great way of getting them involved and helps to lighten the workload.

Keep your members, service users and funders in mind when you write your newsletter, so include the things they will be interested in. Focus on the benefits your activities provide. Short, snappy articles work well. Use photographs where you can, but make sure you have permission from those pictured (and their parents if the pictures include young people). Use quotes from some of the people who have come into contact with your work.

Write in a reader-friendly way; make each subject relevant to the reader. Try to title articles so that the reader can relate to them e.g. if you are writing about "Reducing Heating Costs", say "Do You Want To Reduce Your Heating Costs?".

When designing the layout:

- Think about how people will recognise your newsletters. Use your logo or a particular style. Use something simple, with one or two fonts.
- Don't use capital letter throughout a sentence as IT IS MUCH MORE DIFFICULT TO READ.
- Don't underline a sentence as it is less legible for people with visual impairments.
- To emphasise words to create interest in your articles use **bold** and *italicised text*. However, use them sparingly or your article will look too busy.
- Make use of white space, this will help to make your newsletter more readable. Don't feel you have to cram in as much text as you can.
- Decide whether you want to split each page into two columns or use the whole width of each page for articles. Having two columns can often make it easier to read as it breaks up the page.
- Write in short paragraphs and use checklists, bullet or numbered points like this to help make your articles easy to read.

Ask for feedback about your newsletters so you can see what people like and dislike. You need to make sure people understand what it is you are trying to say. Tell people if you've

made changes as a result of their feedback, this will make your readers feel important and eager for the next edition!

At this point you might like to complete Action Sheet 4 *Your Newsletter* on page 23.

Remember

A poorly written and produced newsletter can be counter productive; keep it simple and precise. Think carefully about what you want to say before you start and get someone to proof read it when it is finished.

If you say you are holding a regular activity, make sure it happens. This will help to build your organisation's reputation for reliability.

While newsletters are designed to provide up to date information, leaflets provide essential information about your organisation in general or a particular activity. Leaflets should contain information which is unlikely to go out of date, so avoid detailing dates or prices. Leaflets should include:

- Contact details – address, post code, contact name, telephone number, email and web site.
- Directions, together with a map.
- Details of specific activities. Use bullet points to highlight key points.

Use posters and fliers to advertise specific activities. They can be created quickly and at a minimum cost. Posters need to be large enough to be seen at a distance. However, if they are too large, they take up a lot of space and people won't display them on notice boards. Fliers are smaller and can be handed out or posted through letter boxes. The information needs to be clear and easy to read, so avoid including too much information. Always include details of:

- **Who** can take part e.g. open to all or for young people aged 8-11.
- **What** is happening e.g. a coffee morning or ghyll scrambling.
- **When** it is happening e.g. 10am, Saturday 30 January 2010 or for 6 weeks starting Saturday 30 January 2010, 2pm.
- **Where** it is happening e.g. Village Hall or the Cumbrian fells.
- **Why** it is happening e.g. to raise funds for the village hall or to provide outdoor activities.
- **How** people can join in e.g. come to the Village Hall or meet at the youth club, for details ring *telephone number*.

Sometimes people need a reminder that your organisation is still there. Handing out free pens or mugs with your organisations name and logo on is a way of doing that. Alternatively you could produce reusable bags or computer memory sticks, which can be sold. This type of promotion can be costly so make sure that the benefits outweigh the costs.

At this point you might like to complete Action Sheet 5 *Creating A Poster* on page 24.

4.3. Word of mouth

Special events provide an opportunity to reach people who wouldn't normally come into contact with your organisation. Simply talking to people with enthusiasm and passion can create a lasting impression. As well as raising money, a well-staged event can stand out in people's memories; this raises your profile.

Open evenings and talks to local groups provide opportunities for formal presentations. This can encourage people to become involved while promoting the organisation's activities. Try to include pictures of activities and real life examples of the difference your work has made.

Talking to other people who work in similar areas is vital for raising awareness of your activities, so take every opportunity to get to know your local councillors, health authority, other statutory and third sector organisation officers. Each meeting you attend provides a marketing opportunity.

First impressions do count, whether in person or over the phone, so always be polite and efficient. If your organisation doesn't have permanent staff, consider buying an answer phone or a mobile phone. This provides a cheap and effective way of being accessible when you are unable to take calls. Make sure the message:

- Is clear as to whose answer machine it is.
- Explains your opening hours (if applicable).
- Provides details of alternative ways to make contact e.g. another number or email address if available. This is particularly important if your organisation offers any kind of emergency service.
- Asks for the callers contact details.
- Says when you will respond to the enquiry.

Make sure you return the call, if you don't you give the impression that you are inefficient, incompetent or simply don't care

Remember

Word of mouth can be difficult to control. If people are not happy with your organisation, they won't keep it to themselves.

When problems occur follow a complaints procedure. A well handled complaint can be a positive experience, as it can show how you welcome feedback and value the opinion of others.

4.4. The internet

The internet has the potential to reach a wide audience. If you haven't already done so consider creating your own website or have a feature on a local community site. The site does not have to be set up by a member of the management group or by a professional web designer, many people, especially young people, have the skills to create web pages and may be very happy to help.

If you have a website, make sure it is:

- Accessible to as many people as possible, including those with disabilities.

- Attractive. The image your website portrays should match your organisation's image.
- Easy to use. You should be able to access information within three mouse clicks.
- Kept up to date. Archive old items regularly or you will give the impression you don't care.
- Working properly. Links to other pages or sites must work, or people get frustrated.
- Advertised. People will only visit your website if they know where it is, so make sure you include your address on all your written material.

Encourage other organisations to include a link to your site. Your funders may have space on their website to use examples of your activities as case studies, so send them all the information they need to do this.

Emails are quicker and cheaper than sending information by post, so sending an email can be an efficient way of keeping your contacts up to date with what's happening in your organisation.

At this point you might like to complete Action Sheet 6 *Your Website* (page 25).

Remember

Not everyone has access to the internet.

If you send lots of irrelevant emails people will stop reading them. Always give people the chance to opt out from circulars.

5. Making the most of television, radio and newspaper coverage

Television, radio and newspaper coverage can help to:

- Raise the organisation's profile.
- Increase support for donations and appeals.
- Attract audiences to events.
- Alert potential users/members to the organisation's activities.
- Recruit volunteers.
- Increase credibility. The public will assume that if your organisation is worthy of on-going media coverage, it must be making a valuable contribution to the community.

Reporters are constantly looking out for interesting stories about local people and local issues. As the third sector is very much about people and local concerns, your organisation will probably have some interesting stories to tell.

Try to develop good working relations with the local media and press; this can be helped by giving them a named contact for the organisation e.g. the publicity officer.

The publicity officer will need to:

- Find out about the available media coverage in the local area e.g. the local radio stations, the local papers and local/regional TV broadcasts.
- Telephone journalists and editors to tell them who you are and who you represent.
- Ask the media about their interests and deadlines so that you can learn how to give them what they want, such as the 'right angle' or a good photograph that will catch their interest.
- Contact local freelance journalists and photographers who sell stories and pictures to the media.
- Keep an up-to-date list of contacts together with the information that you have gleaned.

Newspapers reach a large number of people and can be used in a variety of ways. Consider using:

- The 'What's On' section to advertise events for free.
- Paid adverts for big events or to recruit volunteers.
- The letters page to raise awareness.
- Press releases to provide regular information.

When using a press release to offer a news item to the media aim to:

- Make it look good.
- Keep it short – a maximum of 300 words, using only one side of A4 paper.
- Round up figures - £909.99 becomes over £900.
- Be accurate - don't make claims that you are uncertain of.
- Use people's first names
- Include a 'catch-line' at the top which will identify the story.
- Send it to the news editor – the journalist who specialises in your particular kind of story (if you know their name).
- Trust the editor - don't pester them to find out what is going on.
- Follow your policies when referring to young or vulnerable people.

This workbook provides a press release template at Appendix 1 on page 19 which will remind you what to include.

Good photographs add interest; Newspapers will use pictures taken by amateurs if they meet professional standards. People are more interesting than objects; an active shot of a small group of people (up to five) doing things is better than large groups standing in lines doing nothing. Make sure you have permission to use photographs in promotional material from those being photographed, including parents/carers.

If you are sending a press release to a radio and/or television station calling it a 'news release' is more effective. If the media are particularly interested they may want an interview.

All press releases are read however, many end up in the bin, usually because they are:

- Too boring
- Too late
- Poorly written
- Just unlucky not to be selected.

A press release should be written as simply as possible. Get straight to the point in the first sentence. Try to ensure that the first two paragraphs contain the answers to some basic questions:

- Who are you trying to reach?
- What is the story you want to tell?
- Why do you think anyone would be interested?
- When should the story/information be released?
- Where will you send the information?

Near the end of the press release try to incorporate a 'quote' from someone involved with the organisation. This will give the impression that the journalist has been out and interviewed someone. The press release will also need a simple headline which sums up the story in as few words as possible. Remember to include a contact name and phone number so that the editor can contact someone for further information.

At this point you might like to complete Action Sheet 7 *Your Media Coverage* on page 26.

Remember

Once you have sent your press release you lose control of it's content. Don't be surprised if it is changed by the editor as they know what makes a good story.

If you are contacted by a journalist for your comments on a current news item remember that what you say may well be published just as you say it! Whilst you cannot be forced to give a comment, stating 'no comment' may give the impression you either have something to hide, or are unwilling to face up to an issue or complaint. If what you really want is time to collect your thoughts, offer to call back in 15 minutes and ensure that you do.

Unless the journalist is someone you personally trust never say anything 'off the record'. Before agreeing to an interview, make sure you know:

- What the interview is about?
- What the news story is?

- What you are going to be asked about?
- If it is live or recorded?
- Which programme will it be broadcast on?
- How long will the interview last?

Once you know the answers you will be able to judge how much information you can get across in the time. Concentrate on making no more than three key points.

Interviews work best when they sound natural, so don't be put out if the interviewer only gives you an idea of the general line of questioning. If it is a recorded interview and you make a mistake you can always stop and ask to start again.

When giving an interview:

- Sound enthusiastic.
- Avoid jargon.
- Keep points simple.
- Use real life examples when you can.
- Focus on people.
- If you don't know the answer to the question, be honest and say so.
- For television interviews offer stories that will appeal to the camera. When you are interviewed take advantage of the situation and have your organisation's logo behind you if you have one.
- Be in control – you have the information.

Remember

When you appear in the media, people watching will form an opinion of you and your organisation through the things you say and how you say them, so look and act the part.

6. Monitoring and evaluation

When you have considered your options, chosen the most suitable marketing activities for different times and purposes, written your marketing plan and put it into practice, you need to make sure it works.

You need to check you are sending the right message, to the right people, at the right time. Monitoring your marketing creates opportunities to change things that aren't working well. It will also highlight the things you already do really well.

You can monitor your marketing by:

- Asking for feedback in your newsletter – invite comments and suggestions for improving your publication.
- Asking new members how they heard about your organisation.
- Monitoring the number of enquiries before and after a particular advert is placed.
- Monitoring the number of visitors to your website.
- Talking to existing and potential members about the image they have of your organisation.

Make sure that any comments you receive, both positive and negative, are taken into account in the development of your marketing. There is no point producing a leaflet, getting no response from it and then distributing the same leaflet next year as this is a waste of time and money.

It may take a while for results to show, but simple changes can make a big difference.

Remember

You don't have to make all the alterations to your existing marketing at once, begin by working on the things you can change quickly and easily e.g. tidying up your premises, fixing notice boards and then move on to larger tasks e.g. developing a newsletter.

Use a mixture of promotional activities to reach as many people as possible.

Good Luck!

Appendix 1 – Press Release Template

Your logo

PRESS RELEASE

Issued: (date)

For immediate release *or* Embargoed until: (Date)

Headline (keep it short and simple)

First paragraph – this should be a summary of your story. Use key points to grab the journalist's attention. Answer all the important questions – who, what, when, where, how and why. Write as if you are speaking to the reader of the publication so use an appropriate style e.g. chatty or formal, that is appropriate to the readership.

Second paragraph – expand on the detail. Remember to say what is unique or new and why this will appeal to readers.

Third paragraph - include with statistics and facts to back up any claims you have made. Illustrate your story with quotes from a key person, *written in italics*. If appropriate use bullet points to highlight important issues e.g.

- Unique.
- New.
- Topical

Final paragraph – include details such as dates, times, how to make contact/book tickets etc. Keep this short and only include the details you expect to be printed.

Photo (attach a photo, include: names, positions etc.)

Notes to editors

Here you can provide additional information about your organisation.

1. Tell the editor who to contact for more information. Include: name, position, mobile, landline and email details.
2. Include background information on your organisation e.g. when it was launched, its activities, any achievements, but remember to be brief.
3. Include: organisation name, address, fax number and website.
4. Tell the editor whether you have other photos available.

Part 2 – Action Sheets

1. Your Audience

See page 8



Action - Make a note of

All the groups of people who already use your activities:

All the groups of people who you want to use your activities:

All your supporters e.g. funders, individuals who make donations, members etc:

Other groups in your community e.g. other groups who offer similar activities to you:

All the ways you currently market your organisation e.g. posters, notice boards etc:

2. Your Unique Selling Point

See pages 8 - 9



Action - Make a note of

Your activities; focus on the activities which are unique to your organisation or the ones you do particularly well:

Your resources, think about the kind of building you have; the facilities; any specialist equipment etc:

Your people, think about the skills and experience you staff and volunteers have:

Your culture, think about the things that people in your organisation value:

Your achievements, think about your successes; any quality standards you have achieved; awards you have:

Your location, think about where you are and how accessible you are:

3. Your Premises

See page 9



Action - Make a note of

Your existing signs and any ways you can improve:

Access to your premises, think about problems people with disabilities might face e.g. steps, narrow doors:

Ways to improve accessibility e.g. ramps, handrails, hearing loops:

The appearance of your premises, think how it looks to people visiting for the first time:

Ways to improve the appearance e.g. clearing away clutter, removing litter.

The way staff/volunteers greet visitors, think about how welcome people are made to feel:

4. Your Newsletter

See page 10



Action - Make a note of

Who will write your newsletter and who will contribute articles:

How often you will produce your newsletter e.g. monthly, quarterly:

Who will receive your newsletter e.g. members, funders, the local community:

How you will produce your newsletter e.g. using your own computer, professional printer:

How you will distribute your newsletter e.g. by hand, post, email:

What information you want to include in your newsletter e.g. recent events, what's on:

The design of your newsletter e.g. the logo you want to use, the type of font:

5. Your Posters

See page 12



Action - Make a note of

Who will design your poster, try to think of any staff or volunteers who are good at designing:

Who will print your poster, can you print them yourself or do you have enough money to pay a printer:

Where you will display your posters, try to think of all the places the people you are trying to reach visit e.g. local cafés, sports centres, village halls, supermarkets, libraries, tourist information centres etc:

Who will distribute the posters e.g. members, volunteers:

All the information your poster **must** include; who, what, when, where, how, why:

Additional information your **want** to include e.g. illustrations, pictures and where the designer can find them:

6. Your Website

See page 13 If you haven't already got a website consider the following when you are at the design stage.



Action - Make a note of

Changes you need to make to your website to make it accessible e.g. captions on pictures, font size, colours, the type of language you use (is it difficult to understand? Have you used jargon? Do you need to explain complicated words?) :

Changes you need to make to the design of your website e.g. have you included a logo; your organisations contact information; directions to your premises? Does the image match your organisations image?

Changes you need to make to make the website easy to use e.g. moving content so that information can be found in no more than three mouse clicks, repairing broken links:

Out of date information you need to remove e.g. events that have passed, activities that have stopped, old prices etc:

New information you need to add e.g. new activities, improvements to your premises:

All the organisations you know, who have websites you can approach to request hyperlinks e.g. organisations you have regular contact with:

7. Your Media Coverage

See page 14



Action - Make a note of

All your local, newspapers; television and radio stations e.g. The Cumberland News, CFM Radio:

Contact details for each organisation listed above:

All free advertising e.g. what's on sections, letters pages:

Please note that the following workbooks are also available:

Third Sector Workbook 1 – Getting Going.

Third Sector Workbook 2 – Policies and Procedures.

Third Sector Workbook 3 – Sustainable Funding.

Third Sector Workbook 4 – Robust Business Planning.

Third Sector Workbook 5 – Developing Your Budget.

Third Sector Workbook 7 – Working with Volunteers.

If you require this information in another format, please contact 01768 840827 and we will do our best to meet your requirements.

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