

Marketing for absolute beginners

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No magic bullet!

- ▶ If at first you don't succeed, then try, try and try again!
- ▶ Macmillan - doubled their voluntary income since investing in communications
- ▶ BUT it's taken ten years

Identify your audiences

Define your target audience so that you can tailor your message accordingly

- ▶ Fundraisers?
- ▶ Beneficiaries/clients?
- ▶ Influencers?
- ▶ Funders?



Find the right tone of voice

Are you a youth charity?

- ▶ youthful, energetic and quirky

Are you a health charity?

- ▶ Informative yet approachable

BUT

- ▶ may need to adjust tone to suit audience



Create an effective message

1

Problem - how does it affect your audience?

2

Solution - what difference can your organisation make?

3

CALL TO ACTION!
Ask your audience to do something specific

Problem

THE WORLD'S
85 RICHEST PEOPLE
OWN THE SAME WEALTH
AS THE 3.5 BILLION
POOREST PEOPLE.



TOGETHER, WE CAN END
EXTREME INEQUALITY.
TOGETHER, WE CAN
EVEN IT UP.

JOIN US AT
WWW.OXFAM.ORG.UK/EVEN

**EVEN
IT UP** |  OXFAM

Solution

Call to action

News releases

- ▶ Research local titles
- ▶ Identify your hook
- ▶ Include the five 'W's'
 - ▶ Who
 - ▶ What
 - ▶ Where
 - ▶ When
 - ▶ Why
- ▶ Don't forget to KISS!



...e in West Horsley, part of Surrey Community Action's county-wide net-
neighbour schemes, which is celebrating its 30th anniversary this year.

...ally en-
scheme
sh a rap-
clients,
ing sto-
ir lives,"
ing oth-
p down

the road to the doctor's sur-
gery makes a big difference
to someone who does not
have a lot of money.
"We are looking for more
clients all the time. We have
plenty of volunteers and they
are here to help."
For more information

about accessing Wheel of
Care's services, call the duty
officer on 01483 281703.
For more details on how to
set up a good neighbour
scheme, call Vicki Turton at
Surrey Community Action on
01483 447121 or email vicki-
t@surreyca.org.uk

...lling to become a
community? Each year,
thousands of elderly
...y. Unfortunately
...g in Guildford so
...nty Council.
...unteer drivers
...ver is easy and
...me as they
...es during which
...all Vicki Turton
...7121 or email

Each year Surrey's voluntary car schemes help
of elderly and vulnerable people across the
access hospital appointments, collect prescrip-
to enjoy social events. The number of volunte-
Guildford is falling. That's why Surrey Comm-
which provides help to develop new schemes and
going advice and support to existing schemes, and Surrey
County Council have teamed up to boost the number of
volunteer drivers in the Borough. Becoming a volunteer
driver is easy and volunteers can give as much or as little
time as they choose, as well as decide the days and times
during which they are available. Amanda is a volunteer
driver for Wheel of Care and helps local people to get out
and about. "We've all got a spare hour or two in the week

4 Drive into action – become a volunt

Each year Surrey's voluntary car schemes help thousands
county to access hospital appointments, collect prescription
local volunteers for the benefit of their communities, by p
access to transport.

As the population ages, and as cuts impact on local trans
for the service provided by voluntary car schemes is inc
falling. That's why Surrey Community Action, which pr
existing schemes, and Surrey County Council have tea
Becoming a volunteer driver is easy and volunteers
and times during which they are available. In retu
helping elderly neighbours to live independently
months" and "What would we do without you? M

Websites

- ▶ Your online shop window
- ▶ Dedicated url - www.wokinggoodneighbours.org.uk
- ▶ Community sites - www.interests.me
www.surreycommunity.info



Leaflets

- ▶ Catch attention
 - ▶ www.canva.com
- ▶ Clear message
- ▶ Call to action
- ▶ The right size
- ▶ Proof it!
- ▶ Distribution



Champions

1

Don't overlook the obvious

- Volunteers
- Staff
- Beneficiaries

2

Give a little nudge now
and then!

Social media

Be part of the
revolution!

Which sites?

There are hundreds of social media sites - which ones are right for you?

Facebook? Twitter? NING? Tagged? Badoo? New sites emerging every day.

Despite the headlines, Facebook and Twitter continue to dominate



Get started!

The communication principles remain the same:

- ▶ Find your target audience (followers on Twitter, 'likes' on Facebook)
- ▶ Think about your message (problem/solution/call to action)
- ▶ Be consistent with your brand (logo, tone of voice etc)

BUT remember it's a conversation!

- ▶ Share information (retweets and shares)
- ▶ Start a dialogue (questions, facts, contests, polls)



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Find out more: www.surreyca.org.uk

10:45 AM - 12 Oct 2017

3 Retweets 3 Likes

