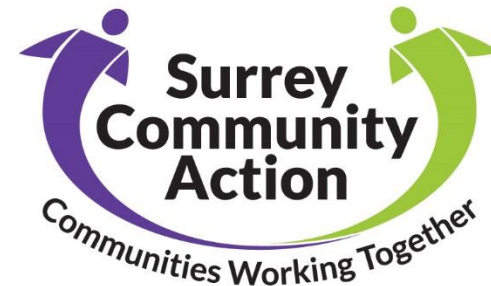


Marketing for absolute beginners

Justine Aldous

Marketing Communications Manager

justinea@surreyca.org.uk



No silver 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...

Marketing basics

What you need to know

Identify your audiences

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

- ▶ Supporters?
- ▶ Beneficiaries/clients?
- ▶ Partners?
- ▶ Funders?
- ▶ Local MP?
- ▶ Volunteers?



Find the right tone of voice

Are you a youth charity?

- ▶ youthful, energetic and quirky

Are you a health charity?

- ▶ Informative yet approachable and caring

BUT

- ▶ may need to adjust tone to suit audience



Create an effective campaign 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

Problem

Solution

Call to action

Just 50% of children growing up in Christian homes keep their faith as adults.

As parents we can change that.



Join the movement.

kitchen table project



Inspire a faith that lasts

kitchentable.org.uk
#ktpcampaign



Just 50% of children growing up in Christian homes keep their faith as adults.

As parents we can change that.



Join the movement.

kitchen table project



Inspire a faith that lasts

kitchentable.org.uk
#ktpcampaign





**Every cigarette we smoke makes
fatty deposits stick in our arteries.**

We'll help you give up before you clog up completely. bhf.org.uk



British Heart
Foundation

Problem

Solution

Call to action

Communication tools

- ▶ PR
- ▶ Advertising
- ▶ Blogs and (e)newsletters
- ▶ Social media
- ▶ Events
- ▶ Marketing materials
- ▶ Website
- ▶ Champions and ambassadors/patrons



News releases

- ▶ Research local titles
 - ▶ Newspapers/syndicated magazines/church news
- ▶ Identify your hook
 - ▶ Milestone/topical event/market research
- ▶ 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-
r clients,
ding 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
...ty. Unfortunately
...ing in Guildford so
...ounty Council
... volunteer drivers
... driver is easy and
...me as they
...mes 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 prescriptions
to enjoy social events. The number of volun-
Guildford is falling. That's why Surrey Comm-
which provides help to develop new schemes and on-
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 volunteer

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

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

32 the

Websites

- ▶ Your online shop window - post news, make an appeal, promote events, share success. You have control of your message.
- ▶ Dedicated url - www.wokinggoodneighbours.org.uk
- ▶ Community sites - www.interests.me
www.surreycommunity.info



Leaflets

- ▶ Catch attention with great design
 - ▶ [Try www.canva.com](http://www.canva.com)
- ▶ Clear message - KISS!
- ▶ 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!

Why use it?

Social media can be one of the most effective ways to:

- ▶ Build a supporter base
- ▶ Boost donations
- ▶ Share success stories
- ▶ Connect with like-minded organisations
- ▶ Encourage people to sign up to campaigns or events
- ▶ Recruit volunteers or staff
- ▶ Demonstrate your impact

Get started!

The communication principles remain the same:

- ▶ Identify your target audience (like/follow them)
- ▶ 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)

Facebook and Twitter basics

- ▶ Twitter posts are limited - 280 characters
- ▶ Twitter users = organisations/businesses
- ▶ Facebook unlimited text and images (but KISS!)
- ▶ Facebook users = individuals & community
- ▶ Both are free and easy to set up
- ▶ Use images and video to attract views.
 - ▶ Try lumen5.com for easy videos
- ▶ Encourage your volunteers/staff/supporters to share posts



Surrey CA

@surreyca



Tickets sales close today for our Funding Fair!
Don't delay - book online today!

eventbrite.co.uk/e/surrey-commu ...



1:32 PM - 1 Mar 2019

2 Retweets 4 Likes



Any questions?

Follow us:

Twitter - @SurreyCA

Facebook - surreycommunityaction

www.surreyca.org.uk