



How to get their attention!

Promotion and communications – how to get your paint onto the walls of local charities and voluntary groups

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Resource Futures
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Presentation outline

- What do you want to achieve?
- Planning your communications
- Who to target?
- Messages and branding
- Methods of communication
- Press Releases: what makes a good story?
- How effective is your communications?
- Idea share exercise



What do you want to achieve with your communications?



Planning your communications

- Set yourself SMART objectives
 - Specific
 - Measurable
 - Achievable
 - Reslistic
 - Timely
- See how successful your communications have been:
 - Was it worth the money/time?
 - What worked/what didn't work?



Identifying potential recipients: who to target?

- Existing clients/contacts (maintain database)
- Community and Voluntary Sector (CVS) bodies eg SCVO
- Housing/social services
- Schools, charities, community groups, individuals in need, amateur sports clubs, parish councils, churches, theatre groups & art colleges
- Community refurbishment/volunteer projects-
 - Criminal Justice Social Work Services
 - Scottish BTC
 - CSV (Community Service Volunteers) in Scotland
 - Volunteer Development Scotland
 - Prince's Trust
 - Blue chip companies
- Be specific to your target audience



Messages and branding

- Identify the key things you need to tell your audience
- Keep it simple
- Consistent
- Community RePaint logo
- Waste Aware Scotland branding
- Reuse and Recycle Now branding



Methods of communication

- Printed materials- leaflets, flyers
- Direct mail
- Hand outs for events, libraries, council offices etc
- Posters
- Direct contact- email, face to face, phone, letters
- Standard letters available from Community RePaint
- Internal networks
- Use existing contacts



Methods of communication

- Website/ezine (email magazine)
- Word of mouth
- Radio - Community Action Desk (Clyde FM)
- Public Relations - assistance with press releases available




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Press releases- what makes a story?

- New, free/low cost, different
- Launch event
- Milestone events- 1st, 100th, 1000th
- Novel initiative- creative uses of paint
- Topical
- Large donation
- Celebrity endorsement
- Photo opportunity







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How effective is your marketing and PR?

- Monitor what is happening
- What has been successful?
- What wasn't so successful?
- Identify where to spend limited time and money





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Idea share

- Talk to your neighbour about promotions and communications your organisation has done in the past
- What worked well and what didn't?
- Why do you think this is?
- Have you got a contact name you could share eg editor at a local paper?



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