

Information Pack 4

Publicity and Promoting Your Group

Worksheet 1 Posters And Flyers

Designing your poster or flyer

When designing a poster or flyer the most important thing is to keep it clear and concise. Font size and colour are also important, remember that you need to make an impression at a glance, and (in the case of posters) possibly at a distance. You should therefore avoid anything that is too 'busy' which could distract from or confuse what you are saying. You can use photo's (if you have permission from everyone in the photo) or pictures to liven things up. If you prefer, you can use the template enclosed with this pack or download a template from our website to produce your own posters and flyers.

- Do we need posters and/or flyers?
- Who will design our posters & flyers?

What should we include?

You should include all the basic information needed to allow someone to get involved with whatever you are promoting. Don't waffle, keep it clear and concise, but equally don't leave out anything important! Remember to include contact details in case anyone needs more information. Don't use acronyms and make sure that you clearly say who you are and (briefly) what you are about. It's always a good idea to get someone else to proof read and spell check before you print.



- **Who will proof read our posters and flyers?**

Logo's and branding

Some groups like to create their own logo, which should be easily recognisable and should clearly represent something about your organisation. A logo needs to be unique to your group and avoid a logo that is similar to one you may have seen, as this can easily create confusion. The key to a logo is to keep it simple, remember it will be reproduced many times and in many different sizes, etc - the simpler the logo the more versatile you will find it when using it.

- **Do we need a logo?**
- **Who will create our logo?**

Resources needed

For posters and flyers this could include design costs (if you are not designing your own) but for most groups it will mainly be paper and printing costs. It could also include distribution costs if you require another organisation to distribute your posters or flyers for you. You could apply to small or local trust funds to help with some of these costs.

- **What resources do we need?**
- **Where will we get the resources we need?**
- **Who will do this?**

Displaying your posters

The main focus of your poster display should be in areas around the green space you are interested in. Local shops, cafes, pubs, libraries, schools, churches, etc are all good places to ask for posters to be displayed. Remember if you put posters on lamp posts or fencing around green spaces you must remove them again afterwards. Make a point of removing all out of date posters as soon as possible - posters that remain in place for weeks, months (or even years!) look unsightly and could mean that when you put up new ones nobody notices them as they are so used to ignoring the old ones!

- **Where will we display our posters?**
- **Who will do this?**

Delivering flyers

Volunteers from your group may choose to deliver your flyers door to door in the local area. Remember, if you are going to undertake this activity use common sense and be safe. Do a Risk Assessment and make sure that all the volunteers are aware of how to keep safe whilst delivering flyers. Safety tips include going in pairs, letting people know where you are and never entering gardens where dogs may be roaming free, even if they seem friendly! Make sure your group has the appropriate insurance cover for this activity.

- **Where will we distribute our flyer?**
- **Who will do this?**
- **Who will risk assess this activity?**



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Worksheet 2 Leaflets And Newsletters

Designing a leaflet or newsletter

As with designing posters or flyers you need to keep it simple, informative and not too 'busy'. There are a number of readily available software packages that can help you in designing newsletters or leaflets, such as Microsoft Publisher. Alternatively you could pay for the design services of a professional to produce your newsletters or leaflets for you. If you prefer you can use the template downloadable from our website.

- **Do we want to produce a newsletter (or leaflet)?**
- **Who will design our newsletter (or leaflet)?**

What should we call our newsletter?

The title of your newsletter should be short and snappy and have an immediate impact. It should also give a clear indication of what the newsletter is about.

- **What will we call our newsletter (or leaflet)?**

What should we include?

Try to collect articles of interest from a number of members rather than relying on one person to write it all. Using more than one person not only shares out the work but allows for more variety and potentially makes it more interesting to readers. Articles can include items about current projects, things you have achieved, things you are planning to do, events, other activities in the area, personal stories, etc. Try not to include articles that you have already told people about

and think about new, novel or interesting activities. Don't forget to include the contact details for your group in case people want to get involved or find out more. One person should take the responsibility for editing the newsletter and pulling the articles together and another person should proof read before printing.

- **What articles/stories do we want to include?**
- **Who will contribute these articles/stories to the newsletter (leaflet)?**
- **Who will edit the newsletter?**
- **Who will proof read it?**

Targeting your audience

When writing any article it is important that you think about who your audience is. It is likely they are not going to know anything about your organisation so provide some back ground information and don't assume any prior knowledge. Try to keep a balance between being genuinely informative without providing too much information, which can put some people off - you can always let people know about where they can find out more. To make your article accessible to everyone try to use 'plain english', that is don't use acronyms or words that are not in common usage.

- **Who is our target audience?**



Resources needed

Resources required can include paper, design, printing and distribution costs. You can reduce costs by designing the newsletter or leaflets yourself and emailing them, rather than printing, and/or making them available through a website or blog for people to print themselves. Some groups charge members a membership fee, which covers the cost of newsletters and entitles members to a copy. You could also apply to small or local trust funds to help with some of these costs.

- **What resources do we need?**
- **Where will we get the resources we need?**
- **Who will do this?**

Using photographs

Photographs can really help to liven up your publications and also increase their appeal to a wider audience. Some people will be put off by large amounts of text but may be drawn in by one or two interesting photos. You need to ensure when taking photos that they will be of a good enough quality to reproduce well. Most modern digital camera's will provide photos of a good enough quality but avoid using (or check the resolution and ease of reproducing the image) disposable cameras,

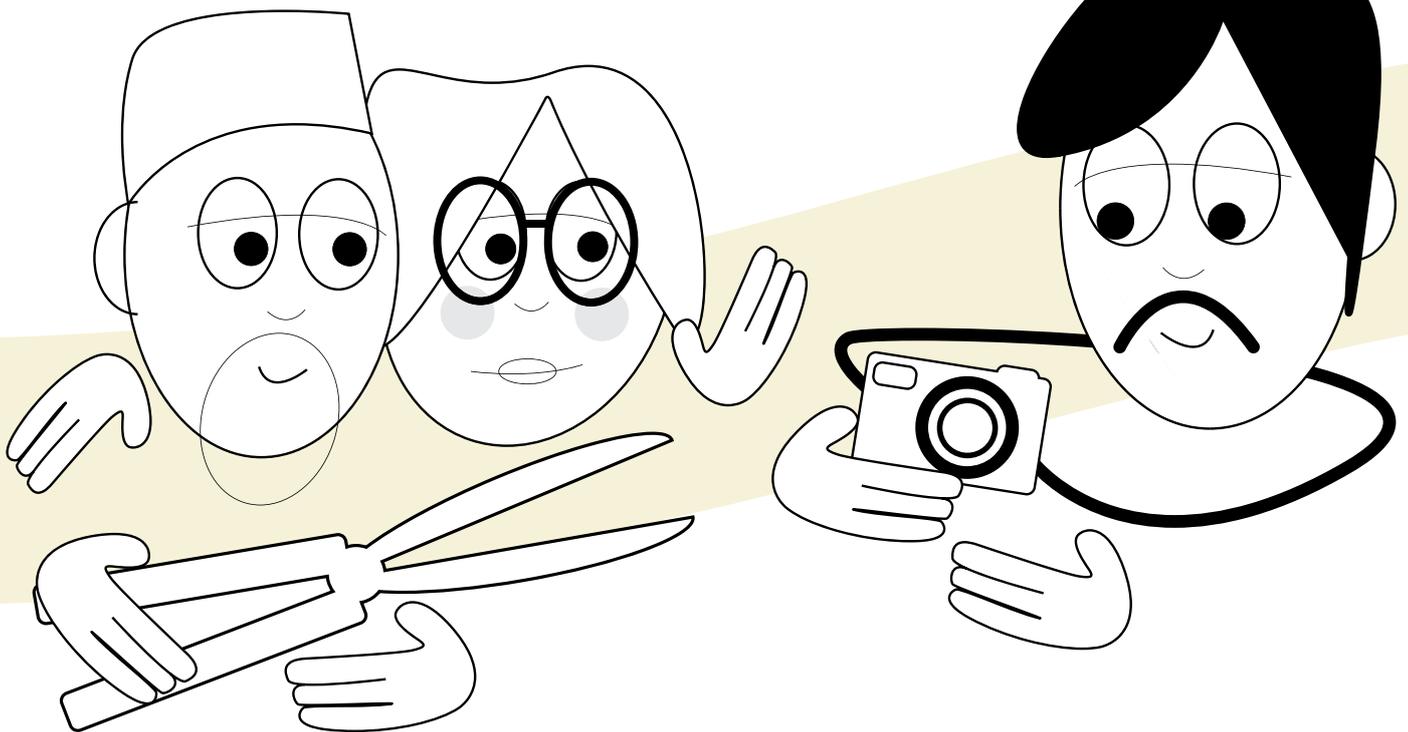
phone cameras, non digital cameras and some older digital cameras. Remember if you are using photographs of people you should get their written permission to use them and, in the case of children, written consent is required from a parent or guardian.

- **Who will take photographs for us?**
- **How will we record permission for photographs which include images of people?**

Reaching your target audience

Distribution can be through local shops, cafes, pubs, libraries, schools, churches, etc. If you are delivering door-to-door, see if you can link in with other publications being distributed in the area, such as a free local paper or newsletter. If you decide to deliver door-to-door yourselves, use common sense, go in pairs, let people know where you are and never enter gardens where dogs may be roaming free. Make sure your group has a Risk Assessment and the appropriate insurance cover for this activity.

- **Where/how will be distribute the newsletter (or leaflet)?**



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Worksheet 3 Press Releases

What's a good story?

Journalists will only choose to use a press release if they feel it will be of interest to their readers. Think about the publications you are trying to reach and look at the kind of articles they contain. This will help you to decide what should be the main focus of your own story. An article that is considered newsworthy generally includes the following:

- A 'human element' - that is something which has (or will) directly affect people.
- Something that is new or unique
- Something that is interesting
- Something that is considered timely

You can contact local media organisations and ask them what kind of articles they are interested in, if you find you are not having much success with your press releases.

- **What is our story?**
- **What angle do we want to take in presenting our story?**
- **Who is this story going to be of interest to?**

Press release rules

It is important to keep your press release brief, as a guide 500 words or less is generally a good idea. Include all the important information but try to avoid waffle, the content of the article should be clear and concise. The article also needs to be accessible to as many people as possible so use simple language, avoid acronyms, keep sentences short and don't assume prior knowledge of your work.

Over the page we have provided a suggested format for press releases for you to use. You can also download a press release template from our web pages. Make sure your press release is proof read by at least one other person before you send it off.

- **Who will write our press release?**
- **Who will proof read it?**

Using quotes

Using a quote can really help to bring out the 'human element' of your article and will bring the article to life. Choose someone who is key to the story and who can provide a really positive/supportive quote.

- **Who can we get a quote from?**
- **Who will approach them?**

Including photographs

Good quality photos can really help to get your article noticed and a stunning photo could be a real selling point. Remember you must get written permissions to use photos if they include images of people. Also photos must be of a good enough quality to be reproduced in print.

- **Have we got photographs we can use or who will take photographs?**
- **Who will get the appropriate permissions (if needed) to use the photographs?**



Where should we send our press releases?

Free local newspapers are often a good way to reach your local community.

A few examples of free newspapers in the Sheffield area are the Sheffield Weekly Gazette, Look Local, Burngreave Messenger, Mercury, Active8, Westside, Grapevine, Door to Dore, and there are many more. You can find out if you have a free paper in your local area, and details of how to contact them, at the Local Studies Library (in the Central Lending Library on Surrey Street) or try doing an internet search.

For bigger projects you may want to reach a City wide audience and therefore you could send your press release to a newspaper

with a wider audience. You could contact the Sheffield Star through their website at: www.thestar.co.uk. You could also try the Sheffield Telegraph and their website can be found at: www.sheffieldtelegraph.co.uk.

Don't forget to put the press release on your own webpage or social media sites if you have them.

- **What kind of media organisations should we approach with our press release?**
- **Who will approach these media organisations?**

Below is an example of a press release which is also available as a template on our web pages.

Press Release - Make it clear at the beginning that the information you are providing is for use as a press release.

Date - This is the date the press release was written.

For Immediate Release - Generally your press release should be for immediate use but there are occasions when it might be more appropriate to put a date in here.

Title - This needs to be short, snappy and attention grabbing. It should also give a clear indication of what the article is about.

1st Paragraph - Use this to summarise your story. This needs to include the who, what, where, when and why of what you are trying to promote.

2nd Paragraph - This can be used to provide more information about your story. Include anything that is unique or new and include any facts or evidence that support your story.

3rd Paragraph - Here you might want to include a quote (see above).

4th Paragraph - In the concluding paragraph you need to include details of how people can find out more and how they can contact you. If you are promoting an event or future activity, remember to include the dates and times, etc.

Press Release Ends - At the end of the information you want publishing include a note to indicate that the press release ends.

Notes To Editor

- If you have any further information that would be useful for the journalist add them here.
- These notes are usually listed as bullet points.
- Include details of who the journalist should contact for more information.

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Worksheet 4 Talks, Presentations, TV & Radio Interviews

Talks, presentations and TV or radio interviews can be a really good way of sharing your group's work or ideas and can be effective in a way that a flyer or leaflet may not be. Think of opportunities where you can promote the work of your group in your area, e.g talks to other groups, talks to potential funders, a slot on a local radio station, etc.

- **What opportunities are available that our group could be involved in?**

Many people feel they are not good at presentations and it may be that no-one in your group is willing, at first, to get involved in these activities. However, presentations are a skill you can learn just like any other and it is a really useful skill for anyone to develop. You may have already begun to develop some of the skills needed naturally during your group's meetings.

- **Who would like to take forward the above opportunities?**
- **What support with this (if any) is needed?**

Producing interesting and effective presentations

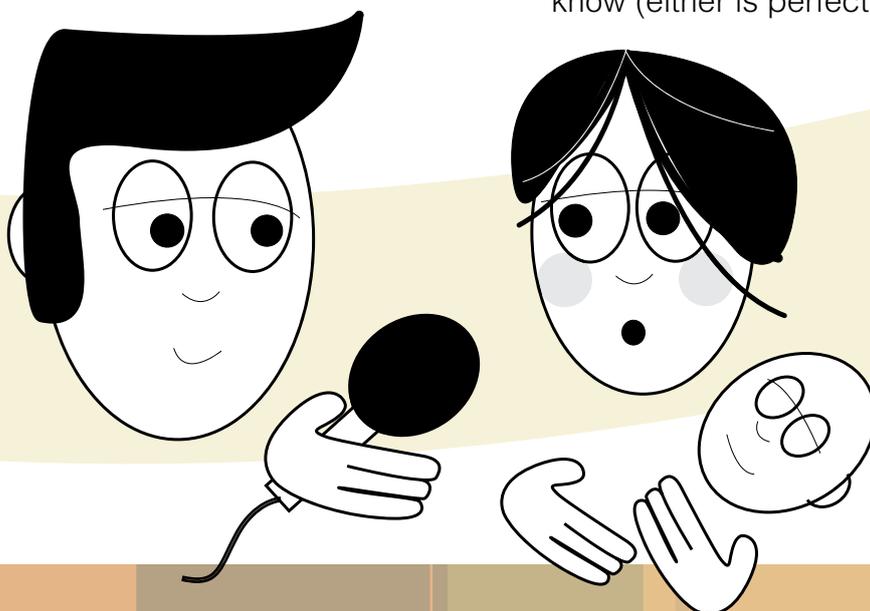
Below are some tips on producing effective presentations which will help you to develop the skills needed to be yourself when speaking in public.

1. Personal presentation skills

Top tips on developing good personal presentation skills include:

- Speaking loudly, slowly and clearly
- Pausing and taking regular breaths
- Moving around but not distracting your audience with constant movement (e.g. pacing up and down)
- Maintaining eye contact with your audience as much as possible
- Being enthusiastic - smile and enjoy it!

A good tip is to take your time and think about what you are going to say before you speak. Don't feel rushed or flustered and take pauses to allow yourself time to gather your thoughts before responding to any unexpected comments or questions. Decide before the presentation if you want questions at the end or throughout the presentation and let people know (either is perfectly acceptable).



It is generally better if you can avoid reading directly from a script, your voice does not carry as well if you are continually looking down and you will be unable to make eye contact with your audience. Try learning your presentation to the extent that you can rely on cards with key phrases on to prompt you - in this way looking down will be kept to a minimum and your talk will seem much more natural.

2. Preparation

The key to a good presentation is to prepare well and practice beforehand. Here are some key pointers on preparation:

What should the talk include?

- Think about your audience - do they have any prior knowledge of the subject? If you don't know, it is best to assume no prior knowledge and to provide a brief background to your group/work.
- Think about what it is you want to say and try to maintain a logical flow of ideas or topics throughout - don't jump around between subjects.
- It is best to try to stick to three main points, so as to not overwhelm people with information, and provide evidence to support these points. If you have other points that you want people to know about, let them know at the end where to find out more information if they are interested.
- Use visuals such as Powerpoint slides, OHP's, video clips or other props if they help to get your message across. This might seem daunting if you have not used them before but they are generally very easy to use and can be a good way of removing some of the focus from yourself if you are nervous.
- 10 minutes is generally a good time to aim to speak for, or you may have been given a time to work to in order to fit in with an existing agenda (if so, try to stick to it!).

Structuring your talk

- As soon as you begin, introduce yourself and check that people can hear/see, etc. This will give you a few moments to collect your thoughts and prepare your visuals (if using). Encourage people to ask questions at the end or throughout, depending on your preference.
- Start your presentation with an introduction, which should include a brief background to your group/work and then an introduction to what you are going to talk about - aim to grab the audiences attention if possible.
- Move on to your three main points and offer any evidence in support of these points.
- End your presentation with a summary of the key points and leave people with something to think about if possible. Don't forget to tell people how they can get involved or find out more.

3. Practice

Practice is essential to producing a good presentation. It allows you to check the flow of the presentation, the timing, how effectively the visuals match up with your presentation, etc. It also allows you an opportunity to get used to the sound of your own voice and to practice some of the personal presentation skills described above. When practicing, think about the venue and the layout of the room and how this might affect your presentation.

4. Evaluation

How did it go? It is likely that with plenty of preparation and practice before the presentation, it went really well and was much better than you anticipated! However, if you felt it didn't go as well as you hoped then don't worry. It's very likely that it went better than you thought, but if things didn't come out quite the way you had planned, remember that it happens to us all! Practice will make perfect so don't give up if you have a bad experience at the first attempt.

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Worksheet 5 Website

Using the Internet or World Wide Web

Many people now have Internet (World Wide Web) access either through their homes or place of work and this number is increasing all the time. Having an Internet presence can therefore be a really useful way to communicate with people who may be interested in your activities. Using social media can be an effective alternative to having a web page (see **Worksheet 6** for more details) but can also be more limited.

- **Do we need a website?**

Resources, skills and training

Many web publishing applications are designed to be very simple and easy to use, even if you have no prior experience of creating web pages. If you would like training in creating web pages you can contact your local college or adult education provider. Training is sometimes offered through local voluntary sector support organisations (such

as Voluntary Action Sheffield) or you could ask a local group with a web presence to talk to your group about their experiences.

- **What skills do we have within our group?**
- **Do we need further training and where will we get this?**

Your audience

The obvious key thing to remember about the Internet is that it is a public network. Millions of people could potentially see your pages, not just the people in your local area. Think carefully about your content and make sure it is relevant and clearly identifies who you are, what you are doing, where you are located, and how to get in touch.

Creating web pages

You can get a professional to design your group's website but there is usually a charge for this service. This may be something that your group decides to fundraise for, or you



could look for free alternatives. Someone within your group may (perhaps with a little support or encouragement!) have the skills to design and create web pages for you. If not there are a few organisations that currently provide free and simple to use Internet based web publishing tools for voluntary organisations to create web pages. You do not need to have any prior experience or skill in creating web pages to use these web publishing tools, and they are very easy to use so why not give it a go? You can find details of organisations who offer this service by doing a quick Internet search.

- **Who will create our web pages?**

Website design

You may feel very confident about using the Internet but others may not so think about how you can make your pages easy to use for everyone. Be aware that people may be accessing your pages using different computer systems, software applications and different networks, which may impact on how they can view and access your pages. This can be a particular problem when accessing download material, or if your site uses cookies for example, and is another good reason for keeping it simple! Ask a number of people to 'road test' your design before it goes online so you can iron out any potential problems before it is publicly accessible.

- **Who will check our website design?**

Website hosting

Once you have designed your web page you need to get it online so that people can see it through the Internet and this requires an organisation to host the page for you. There is normally a charge for hosting web pages, and this can vary significantly between organisations, so do shop around. Some organisations will provide a web page hosting service for free for small voluntary and community organisations - do an Internet search and see what may be available for your group.

- **Where will our website be hosted?**

Getting people to visit your page

Not many people will access your pages unless they know you are there so you need to advertise it well. Have your website address on all your publicity materials and correspondence. When creating your web pages use key words in the title, name and the descriptions (metadata) of your pages as this is how search engines (such as Google or Yahoo) will pick up on your page when people search.

- **How will we promote our web pages?**

Linking to sites

You will need to widely promote your website and linking it to other relevant or similar sites can be a good way of getting your group known. Search for relevant organisations in your area and approach them to see if you can link to each others pages.

- **Who can we approach to link to our site?**

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Worksheet 6 Social Media

What is social media?

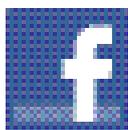
Social media is a general collective term that is used to describe a number of different web publishing tools. These are all essentially web pages (known as 'profiles') that are created and accessed using very easy to use web publishing tools and are hosted in exactly the same way as web pages. Facebook, Wordpress and Twitter are all examples of this sort of web publishing and hosting service.

Should we use social media?

Think about your target audience and the demographics of your area. Many homes now have Internet access so this can be a really valuable way of reaching people. Many social media applications are free to use for community organisations and they are quick and easy to update, allowing you to directly interact with your members and the public.

If your group does not have a web page then a social media site could be especially useful to ensure that you have an easy to access web presence. Social media sites can be more limited than websites but do have the advantage that every time you update your site 'followers' will be alerted and this allows for quick, effective publicity. Many sites offer an opportunity for easy two way communication with your target audience.

- **Do we want to use social media to promote our group and our work?**



Resources, skills and training

All of the social media applications described below are designed to be very simple and easy to use. If you would like training in using social media then contact your local adult education provider. Training is sometimes offered through local voluntary sector support organisations (such as Voluntary Action Sheffield) or you could ask a local group who currently use social media to talk to your group.

- **What skills do we have within our group?**
- **Do we need further training and where will we get this?**

Audience

As with websites, think about who your target audience is within your community. You may feel very confident about using social media but remember that others may not be. Equally, you may not use social media sites but many people within your community do. As with websites, think about how people will access your pages (using different software applications, networks and with different levels of confidence, etc) which can impact on how they can view and access the material. Keeping your social media pages simple will allow the maximum number of people to be able to access and use them successfully.



Types of social media

We have provided more information on three of the more popular types of social media below but there are plenty of others to choose from!

- **Blogs** (e.g. Wordpress) - Blogs can include text, images, links to other blogs or websites and links to other social media sites. These are displayed publicly on your blog profile page and members of the public can choose to follow your blog and will then be informed every time you update it. There is an option for viewers of your blog to respond and for you (as the blog author) to edit these responses.
- **Twitter** - Twitter works in a similar way to blog sites but you can only create text messages which are limited to 140 characters. These messages are generally known as 'tweets' and their short length makes them ideal for communicating via mobile phone networks. You can send messages using the Twitter website or via a third-party application. Your tweets can be displayed on your Twitter profile page, on the home page of each of your followers, and publicly.
- **Facebook** - Facebook is an easy and a quick way to get a website presence. Messages on a Facebook page are called 'posts' and can include text, images, links to other blogs or websites and links to other social media sites. These posts are displayed on your profile page or 'wall' and can be seen by members of the public who choose to link to your page by becoming 'Friends'. They will then be informed every time you update with a new post. Friends can respond to your posts and you will also be able to see their posts. You can edit your page, remove posts and use privacy settings to control who can access and post information, etc.

If you are enthusiastic about social media then there are plenty of other social media applications that you can explore including: My Space, You Tube, Flickr, Photobucket, Blogspot, etc.

- **Do we want to use social media to promote our group or work?**
- **Which social media shall we use?**

Things to consider

Some things you might want to consider before getting started:

- You will need to register with a social media provider and create profile pages before you can use the social media site.
 - Followers or Friends may also have to create profiles with some social media applications such as Facebook. This is a fairly simple process but may put some users off.
 - Some social media providers charge for certain users and services. However, most providers will offer free use of the basic social media tools for community groups.
 - Free social media applications will sometimes have advertising as a feature of your profile page.
 - Some social media have 'tiered' levels of privacy settings (i.e. who can access your profile or see your posts, etc) which you will need to check and alter according to your group's needs.
 - To make social media really effective you will need to update it regularly!
- **Who will create and maintain our social media account(s)?**

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Worksheet 7 Other Ways Of Letting People Know

There are many different ways for your group to get more people involved in your project. Here are just a few examples, but there is plenty of scope for originality and creativity in the way you can attract your target audience.

- Word of mouth
- Using events to highlight your activities
- Open days or volunteering days
- Using consultation and questionnaires to involve people as well as capturing opinions
- Public meetings
- Branded clothing for volunteers
- Identity badges for volunteers
- Stickers to give away

- Give away's or 'freebies'
- Notice boards
- Displays (in local libraries or unused shop fronts, etc)
- Paid advertisements
- Banners
- Business cards
- Postcards or greeting cards
- Petitions/demos/lobbying
- Emails and mailing lists

Good luck with your publicity and if you think of any novel ways of getting your message heard - let us know about it!



