



Communicating your project

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- **Importance of communications and marketing**
- **Plan what you are going to do**
- **Know your audience**
- **Spreading the word – how to promote your activity**
- **Using a press release: Free publicity**
- **Acknowledging your grant**
- **Creating your flyer and using images**
- **Using publicity to raise your profile and reputation**
- **Monitoring and evaluation**
- **Support from HCVS**



Effective communications helps you:

- tell people who you are, what you're doing and how the community will benefit
- attract more service users
- raise your profile and build your reputation in the community, public sector agencies and other funders.

All of which can lead to increased funding!



Plan what you are going to do



Be clear about your aims and your key messages:

- Why do you want to do this?
- What do you want to achieve?
- Is now the right time?
- Have you got enough people, time, money etc. to do this?
- Who is the target audience?



Know your audience



Think about WHO you are trying to reach:

- When and why they would be interested in your service
- Why they should go to you and no one else – what is your Unique Selling Proposition (USP)?
- How best to approach them, what they do, where they go
 - word of mouth
 - internet – facebook, myspace, youtube, twitter
 - newspapers, magazines
 - flyers, posters.



Spreading the word – how to promote your activity



Word of mouth is the best way! But it takes time

Alternatively, you can:

- **Attend local and networking events** - Link in with a CEN community network – i.e. CYPFF, attend their meetings to speak to VCS groups directly who can pass on your news to their members
- **Make use of free local news services** - HCVS, City & Hackney Health & Social Care Forum (HSCF), The Learning Trust Family Information Service, Community Newswire and The Community Channel
- **Use local, national and web based news services**
- **Internet sites**
- **Putting up posters in local venues.**



Using a press release to get free publicity



“A press release is a short summary of a piece of news, which you can use to publicise the key elements of your story to journalists.”

Write your press release with your audience and the journalist in mind.

- Think of a good news angle / human interest
- Include the who, why, what, where, when, how in the first paragraph
- Keep it short, simple but factual and check your grammar and spelling
- Include up to three key messages of your organisation
- If it's a launch event ask them if they would like to send a photographer
- Give contact details so the journalist can reach you for more info and be available!
- Make it more interesting by including:
 - quotes from key stakeholders - service user, staff / volunteer or someone of influence outside the organisation
 - case study of a previous service user
 - an interesting high resolution photograph or suggest where the journalist can get one.



There is a Notes for Editors section at the end, use this to:

- **Give extra information on your organisation**
- **Acknowledge this funding as below:**

This project is funded by the Learning Trust and Team Hackney, through the Believe to Achieve Grants Programme administered by HCVS.

Distributing the release

- Ring the journalist first, then email /fax and once published follow up with another phone call to say thanks.



Creating a flyer, poster or other publicity material



All publicity material should be clearly laid out – less is more!

- **Use clear concise language which is appropriate for your audience and check your grammar and spelling**
 - No text over pictures
 - Text at least the size of Arial point 12
 - Be careful of contrasting colours

Acknowledge this grant - Use HCVS, The Learning Trust, Team Hackney and B2A logos according to the guidelines

- **Support available** - Plain English guide and RNIB guidelines
- **Before going public:** Please send your publicity material to gillian@hcv.org.uk – I will get back to you within 24 hours



HCVS: 020 7923 1962 / gillian@hcv.org.uk / www.hcv.org.uk





Creating publicity material: Using images



- You need to get consent needs by the individual if the individual's face is clearly identifiable or the photo could used for the web, printed and /or promotional material
- If an individual is under the age of 18, a photograph consent form needs to be signed by the individual's parent or guardian
- If you use professional images - always credit the photographer
- Be careful of copyright issues if getting them from the web
- Free image sites:
 - http://www.pixelperfectdigital.com/free_stock_photos/index.php
 - <http://www.sxc.hu/index.phtml>
 - <http://www.openphoto.net/>



Using publicity to raise your profile and reputation



Think about your key messages, you don't want people talking about your organisation for the wrong reasons!

- **Use a tailored press release to raise your organisation's profile** amongst your key stakeholders, such as LBH, PCT, London and national VCS
 - Team Hackney Update – a good way of reaching Hackney's public sector
- **Build relationships with the media**, so journalists will approach you for comments on a future related stories
- **BUT BE CAREFUL**, your organisation could be used to sensationalise a news story
- **Awards** – Being nominated for and winning awards is a great way to build your organisation's profile.



**As with everything monitor what you are doing,
how you are doing it – is it effective?**

- **Ask your service users how they heard about your service**
- **Include a section on marketing in your feedback forms**
- **Track which papers, websites, news services etc. take up your stories.**



COMPACT



- **The Compact is primarily intended to encourage more effective partnership working between the sectors.**
- **Signatories to the Compact can challenge other signatory organisations that they feel have not complied with the agreed principles and commitments or have not acted in the spirit of the Compact**
- **It is not a legal agreement and does not supersede any legal, contractual or funding arrangements made between parties.**

HCVS COMPACT contact: Rebecca Clarkson 020 7923 1962 or email rebecca@hcv.org.uk



HCVS: 020 7923 1962 / gillian@hcv.org.uk / www.hcv.org.uk





Support from HCVS



HCVS can offer you free communications support as well as the following information services

- **Email Information Service** – free
- **Postal Information Service** – free and paid
- **SPARK magazine** – free and paid
- **Take part in our CYP Directory** – a dedicated page for B2A
- **Call Gillian on 020 7923 1962 or email gillian@hcv.org.uk**

Good luck with your project!



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