



## Promoting Your Organisation

### Steps to effective promotion in the voluntary and community sector:

- Define your 'product'
- Establish your 'brand'
- Allocate your 'budget'
- Identify your target audience
- Select your medium/media
- Create your message
- Establish effective partnerships
- Monitor and evaluate

#### **Defining your 'product'**

This could be your organisation, a particular service you provide, a recruitment campaign (volunteers/members), an event you are planning or an issue you are raising awareness of. What exactly are you trying to promote? If you are not clear about this then no one else will be!

#### **Establishing your 'brand'**

You need to have something recognisable about your organisation so that people begin to know who you are and what you do. This could be your name, your logo, your slogan, your corporate colours or any combination of these. They need to be used consistently, and ideally be associated with a good 'product', in order to establish your reputation and build trust with your target group.

#### **Allocating your 'budget'**

There is always some cost implication to promotion – even in the voluntary and community sector! It may not be money, or much money, but it will certainly take time. Time is a valuable resource and with a team of volunteers can be used to good advantage. A lot can be done with minimal financial cost, but probably the most effective is media coverage – press, radio or even TV if you're very lucky – and social media, if you have access to the basic resources – Twitter, Facebook, etc – if it is appropriate to your target audience. Leaflets, flyers and posters can be produced reasonably cheaply if you have the creativity, equipment and skills to hand. Professional design and print is not essential. Effective publicity materials can be produced on your own PC or by hand.