

# Marketing & Comms Toolkit

Tools 1-4 help you to consider your organisation's communications and the information that you need to provide in order to satisfy everyone who has an interest in what you do (your stakeholders).

## **TOOL 1: COMMUNICATIONS AUDIT**

At this stage, you bring together the information you know about your communications. You can use this audit to identify gaps, dreams and new possibilities for your organisation. We recommend that you do this exercise as a group that is representative of your organisation.

### WHO'S RESPONSIBLE?

Communications can be internal or external. They are the way in which your organisation gives information to people – staff, volunteers and other stakeholders such as funders, local businesses, clients and beneficiaries. If you have a nominated person to look after your communications, who is it?

#### **Consider:**

- What is the total number of hours your organisation spends on communications each week, bearing in mind everyone who produces a communication?
- Is this an efficient and wise use of your human resources?
- Is there a coordinated way of approaching what you do with communications?
- Are too many people involved in communications, too often, and without focus?
- Do all those involved in your communications know about your house style?
- Does anyone proof read what is sent out on your behalf to ensure quality of grammar, content and consistency?

### PLANNING

Does your organisation make a communication plan or have a communication strategy?

Yes  No

Does your organisation have a marketing plan? Yes  No

Would you like a training session to learn how to make a communication plan/consider your strategy for the year? Yes  No



## COMMUNICATION METHODS

List the different communication methods you use (leaflet, letter, e-news bulletin, website, social media page, video, SMS text, word of mouth, advert, poster, blog, exhibition stand, brochure, direct mail, networking in person). State the different purpose of each method and the audience for it.

### **Consider:**

- Have you asked your stakeholders how they prefer to be contacted? [Tool 2 will take you through a stakeholder mapping exercise that helps you with this]
- Are you contacting people using the method they requested?
- Does each method you use have a different purpose?
- If all your methods reach the same audience, is there a good reason for using different methods?
- Do you systematically ensure that Westminster's libraries receive information about your service?  
If you need help with this, contact WELDIS (Westminster's Information Service for Older or Disabled People). Contact Elizabeth McClintock, Westminster City Council, Mezzanine Floor, 4 Frampton Street, London, NW8 8LF. Tel: 020 7641 5207.
- Do you have a free entry on Google places?  
Even if you don't have a website, you can have a basic free online presence with photos, office hours and a description of your service. Anyone searching for your organisation's title in Google would find you. If you use key words in your description and information, you will also show up in searches for those key words.

## CONSISTENCY AND CONTINUITY – YOUR BRAND

How does your organisation use branding?

Consider your logo/brand, house style and colour palette. Can you tell others what they are? Have you defined them and explained them to your staff and volunteers? Do they match your organisational values?

Are all your letters, leaflets and flyers branded correctly and proof read by someone?

Do your social media, website and premises carry your branding and make you easily identifiable?



## GRAPHIC DESIGN

What computer software do you use to produce your publications and communications?  
How much does it cost?

If you outsource your design work, what would you estimate the annual cost to be?  
Do you get value for money from the resources you use?

**Free Open Source Software** options may be a good alternative to expensive graphic design programmes.

[GIMP](#) – Free image editing software that perfects photos and creates animated images. Easy-to-use, professional design tools that are comparable to Photoshop

[Inkscape](#) – for scalable graphics (that don't lose quality as you enlarge them) this vector graphics editor is similar to Illustrator, CorelDraw, or Xara X.

[Scribus](#) – desk top publishing that you can use to create booklets, magazines, leaflets etc.

CTXchange are now able to offer Adobe products at a fraction of the retail price to eligible organisations. You need to be a member of CTXchange: [www.ctxchange.org](http://www.ctxchange.org)

Is it possible to find a volunteer from your membership and their contacts, or a student studying graphic design who would like to develop their portfolio and use you as a project?

To track someone down, contact One Westminster, 37 Chapel Street, London NW1 5DP.  
Tel: 020 7723 1216. E: [info@onewestminster.org.uk](mailto:info@onewestminster.org.uk)

Alternatively, you could contact London based colleges that run graphic and web design courses to see if a student could help you:

University of Westminster: [www.westminster.ac.uk](http://www.westminster.ac.uk)

American Intercontinental University, Westminster: [www.aiuniv.edu/London](http://www.aiuniv.edu/London)

Citylit, Covent Garden: [www.citylit.ac.uk](http://www.citylit.ac.uk)

University of the Arts London (King's Cross and other sites): [www.arts.ac.uk](http://www.arts.ac.uk)

Dot Peak, King's Cross: [www.dotpeak.com](http://www.dotpeak.com)

The London College UCK, Notting Hill Gate: [www.lcuck.ac.uk](http://www.lcuck.ac.uk)

Shillington College, near Liverpool Street: [www.shillingtoncollege.co.uk](http://www.shillingtoncollege.co.uk)

London Metropolitan University (City of London & Holloway): [www.londonmet.ac.uk](http://www.londonmet.ac.uk)

## E-NEWSLETTERS

Do you sent a newsletter by email?

If your website uses a Content Management System you may have an option to send a newsletter to multiple recipients from it.

There is a free online resource for up to 2000 subscribers called mailchimp. You can import your own excel spreadsheet with names and email addresses into it and manage your "campaigns" – your different newsletters templates for different audiences. Register with [www.mailchimp.com](http://www.mailchimp.com)



## WEBSITES

Does your organisation have a website?

If you have a low income and cannot afford to pay someone to develop a website for you, the following are worth considering. You can register a domain name and 'point' the Domain Name Settings (DNS) to your free hosted website:

[www.wordpress.com](http://www.wordpress.com) (A range of templates to choose from and adapt. Many allow you to change the colours and add features)

One of our Just for You Programme groups is using [www.wordpress.com](http://www.wordpress.com) See what's possible, free of charge, at [www.stpaulscommunitycentre.co.uk](http://www.stpaulscommunitycentre.co.uk)

[www.google.co.uk](http://www.google.co.uk) (Google sites offer a range of templates for clubs, organisations, sports teams and individuals)

[www.i-voice.org.uk](http://www.i-voice.org.uk) (A range of templates to choose from. If you want something more bespoke than the templates, you will need to find someone to help you who knows about Content Style Sheets)

[www.weebly.com](http://www.weebly.com) (A range of templates to choose from. You can 'drag and drop' elements on to your pages, but be careful that you don't choose an element such as a video feature (which automatically upgrades your account to their pay-for service)

If you can afford to pay for website hosting, you may find that the hosting company already has WordPress installed so you can build a website using this. They may also have their own site builder with a choice of templates. SportWestminster CIC have used WordPress that was already installed as part of their hosting package: [www.sportwest.org](http://www.sportwest.org)

## PROCUREMENT PORTALS – RAISE YOUR PROFILE

Are you registered (and published) on the CompeteFor, Procure4London and London Tenders procurement portals?

Register and receive alerts about forthcoming contracts from Westminster City Council and neighbouring boroughs. Remember that Westminster now has a tri-borough agreement and services will be commissioned across the three boroughs of Westminster, Hammersmith & Fulham and Kensington & Chelsea.

**Register free of charge with:**

CompeteFor [www.competefor.com](http://www.competefor.com).

Contracts finder [www.contractsfinder.businesslink.gov.uk/](http://www.contractsfinder.businesslink.gov.uk/)

London Tenders Portal: <https://www.londontenders.org/>

Procure4London: <https://www.procure4london.gov.uk/>

Supply contracts: <http://www.supplycontracts.co.uk/>

Tracker (free tender search, part of BIP Solutions Ltd): [www.tendermatch.co.uk/](http://www.tendermatch.co.uk/)



## KEY MESSAGES

Do the trustees or directors of your organisation tell you what key messages you should be using? If not, who decides what they are, and how do you ensure that all your staff know them?

It is important that your communications reinforce your organisation's key messages and values. Select images carefully as it is often true that "pictures say more than words".

## MONITOR PROGRESS

Make sure you can monitor the results of what you do. Find out what your current position is (how many supporters, how many Twitter followers, how many direct mail recipients etc) Make sure you measure the same things at the end of the year so that you can compare and report on your progress.

Now, on a scale of 1-10, how would you rate your organisation's communications with your stakeholders at the moment? (1 = Poor, 10 = Outstanding).

1      2      3      4      5      6      7      8      9      10

## WHAT NEXT?

Following completion of your audit, consider the gaps in communication that you think you have. Talk them through at a staff/volunteers meeting. Can you identify volunteers or members of staff with skills to cover the gaps?

