

Marketing & Comms Toolkit

TOOL 4: RAISING YOUR PROFILE – PREPARING THE BASICS

We recommend that you consider this tool as a check list. Compare your organisation's capacity to undertake the essentials and prioritise what is important for you and your stakeholders.

ESSENTIALS ON A BUDGET

- Branded website
- Email/e-news with links and images
- Networking in person (at Ward Forums, neighbourhood networking events, parish councils where they exist, community centre open days, school and church bazaars, residents' associations)
- Branded Twitter page and/or branded Facebook page/group depending on your service
- Informative entry on Google Maps with pictures
- Registration on procurement portals including keywords and pictures that make a statement about your work
- Basic printed materials – branded leaflet, annual report, business card

WEBSITE

Make sure your domain name says what you are. This will help search engines to find you (e.g. www.ITsupport.co.uk says what it does – provides IT support). An abbreviation will not tell people what you do and are unless this is how your brand is known (e.g. www.bbc.co.uk) Local examples that 'say what they are' include www.stpaulscommunitycentre.co.uk, www.justforkidslaw.org, www.befriendafamily.org.uk, www.uniondance.co.uk

EMAIL/NEWS

Make sure your e-news bulletin, Facebook and Twitter pages are branded like your website and printed publications.

If you don't have an e-newsletter and want one, we recommend www.mailchimp.com where you can set up a free account for up to 2000 subscribers and set up different distribution lists for different interest groups using more than one template.



NETWORKS

Find local networks and get your organisation known. You will be the 'face' of your organisation, so present yourself in a way that reflects the code of practice and values of the organisation. If networking events give an opportunity to speak, take it. Tell people briefly and in easy language what it is you do. If there's an image you can show, or a story you can tell them, it will help them to remember you.

LinkedIn provides opportunities to find networks, as can Twitter. Some of these with a geographical focus might also meet in person.

There is an Area Ward forum in your neighbourhood that is attended by local people including community enthusiasts and councillors. Your trustees and volunteers might be willing and able to help with this and become advocates in a public arena. Get involved and ask relevant questions.

To find out your Area Forum in Westminster and dates of meetings, visit <http://www.westminster.gov.uk/services/councilgovernmentanddemocracy/democraticprocessesandevents/areaforums/>

TWITTER

Tweets are limited to 140 characters, so this is for short, snappy messages.

Use it to:

- Tell people about events and activities
- Give hints and tips
- Give links to articles

Follow a stream of comment on a specific topic (marked by a hashtag, e.g. #westminster, #collabor8today, #showyourworth). Follow advice, policy guidance, voluntary sector hints and tips from One Westminster @OneWestminster. Follow the Local Authority @CityWestminster.

If you decide to use Twitter, be clear about its purpose for your organisation, why you are developing a following on it, and why you are following others.

FACEBOOK

Organisations can set up a page but cannot make friends on it like individuals can. People can 'like' your page. Once you have 30 'likes', Facebook gives you access to more statistical information about the use of your page.

An individual can set up a group, so you can use a personal Facebook account do to this. Your group could reflect the membership of your organisation and be a way for people to meet, discuss, share news, pictures and videos online. You may want to set the security



settings to be a protected group (e.g. schools, youth projects, support group) if you want to safeguard children or vulnerable adults.

If your aim is to build a community with a sense of belonging, then a Facebook group might be a good solution for you.

GOOGLE MAPS/PLACES

This is free and suitable for any organisation that operates from one or more locations. If you search for your organisation using Google, the listing will show its title and key pages of your website. On the right side of the window, you will see a Google map with your location and any images you have uploaded to your description.

Avenues Youth Project

www.avenues.org.uk/ Share

Welcome to **Avenues Youth Project**. xfs_500x400_c80_IMG0785 Cooking at the Aves; xfs_500x400_c80_IMG0305 Cooking at the Aves; Style and fashion ...
[Google+ page](#) - [Write a review](#)

 3-7 Third Avenue London W10 4RS
020 8969 9552

[The Avenues – Our History](#)

The Avenues Youth Project was established in 1979 to provide ...

[The Avenues Team](#)

The Avenues Youth Project is a registered charity and company ...

[What we do?](#)

The Avenues Youth Project provides a wide range of ...

[More results from avenues.org.uk](#) »

[Avenues – Time-Table](#)

Monday – Closed for planning and staff training. Tuesday 4.00pm ...

[Room Hire](#)

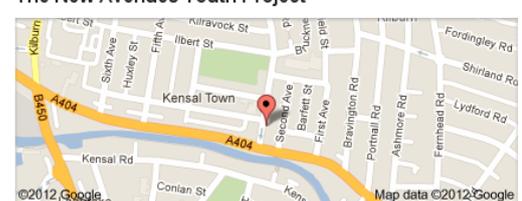
CAPACITY, ROOM, LOCAL RESIDENTS, COMMERCIAL ...

[Photography Session at The ...](#)

Photography Workshops Sessions for young people age 13-21 ...

The New Avenues Youth Project

[Directions](#)



Address: 3-7 Third Avenue, London W10 4RS

Phone: 020 8969 9552

Transit: [Queens Park \(London\)](#)

[Feedback](#)

[The Avenues Youth Project - Youth Centres And Associations in ...](#)

www.192.com > ... > London businesses > Youth Club in London

Contact details for **The Avenues Youth Project** in London W10 4RS from 192.com Business Directory, the best resource for finding Youth Club listings in the UK.

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.

Contracts finder 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/

- ✓ Make it easy for buyers to find you as a supplier by using **keywords** that they might be looking for.
- ✓ Make sure you **tick all the relevant services** and products that you can deliver.



One Westminster, 37 Chapel Street, London NW1 5DP
Tel: 020 7723 1216 Email: general@vawcvs.org
Registered charity 295501 ♦ Registered company 2052268



- ✓ Make sure you have **policies in place** that are required in the Pre Qualification Questionnaire.
- ✓ Upload pictures to your profile that show high quality delivery and speak for themselves about what you do.

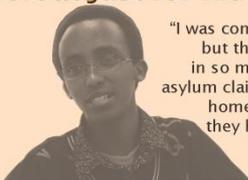
Clinical Commissioning Groups will also be looking for organisations to deliver health and wellbeing services in Westminster. Details of how they will commission services are not yet known to us (28.09.2012).

PRINTED MATERIALS

House-to-house leafleting may work for you if you provide a service that is limited to or primarily for a small geographical area of Westminster. You will find cheap printers online or may find local printers who are willing to give a good deal. If you need support with Graphic Design, see *Tool 1*. The following example is a draft postcard for Just for Kids Law:

Children and young people get personal and legal support at Just for Kids Law

We make sure young people have a fair and equal chance in life by helping them access services - like education, care and housing - that they desperately need.



"I was completely alone but they helped me in so many ways: my asylum claim, then I was homeless and now they help me go to college to learn."

Standing up for kids
JUST FOR KIDS LAW

How you can HELP!

Get a young person to a job interview, £10

Emergency accommodation for a night, £75

Mentor a vulnerable young person, £150

Counselling for a traumatised young person, £250

Legal help for someone excluded from school, £1000

One-off donation £ Cheques payable to 'Just for Kids Law'

Regular donation of: £10 a month £15 a month Other amount £

Name	Date
Address	Postcode
Email	Mobile

Gift Aid
Your donation can be worth 25% more at no extra cost to you. All you have to do is sign and date the declaration below and we'll do the rest. For your donations to qualify for gift aid tax relief, you must pay an amount of income tax or capital gains tax equal to the tax we reclaim on your donations.

I am a tax payer. I want Just for Kids Law to treat my donation as a Gift Aid donation.

Signature Date

Help us to stand up for kids so they can stand up for themselves

Charity Number 1121638 info@justforkidslaw.org www.justforkidslaw.org

Be consistent with your **branding**. Your logo/brand should show what you do and give a sense of your values.



Your **house style** needs to be clear to follow and recognise. House style will tell your staff, volunteers and graphic designer what font(s) and sizes you prefer for headings and body text, what colour palette they should choose from, what colours (proportions of CMYK) to use when reproducing your logo, how you prefer to see abbreviations written. For instance, some prefer to see 'e.g.' whilst others prefer to use 'eg' and minimise punctuation. Some organisations prefer to use a block style, whilst others prefer to indent the first line of a paragraph. Know what you want and write it down as a check list for people to follow.

Use sans serif fonts as they are easier to read.

Choose a colour palette for your logo and subsequent publications that invites people in.

You can find online advice on colours for marketing purposes, for example:

<http://www.sibagraphics.com/colour.php>

<http://www.thinkbrilliant.com/2010/04/the-science-of-colors-in-marketing-and-web-design/>

