

# Top Tips for Promoting Your Group

Charity No. 1182039

*We often get asked for advice on how best to promote your group or its activities. This factsheet aims to provide some top tips on how to get started.....*

1. **Define Your Audience:** Who is it you want to reach? This might be based on demographics e.g. more young people or women. It might be based on geography e.g. people from Whitefield or a specific interest such as gardening. Knowing who you're trying to reach will help you tailor or efforts and energy to where it can make the biggest difference.
2. **Speak to your members:** Especially any that are in your target audience. Here you have two key asks –
  - a) Finding our information - How did they hear about you? How do they find out about things? This will provide you with key information about how and where to promote.
  - b) Getting them on board. Word of mouth is a powerful tool. From bring a friend schemes through to simply getting them to help out – whether its putting a poster up in their workplace, distributing flyers or helping share social media messages.
3. **Get your message straight** – Who are you? (e.g. Whitefield Pottery Club), what is your offer? (e.g. Beginners Classes – no experience necessary) and what does someone need to do to get involved? (e.g. book a place via Eventbrite). It will also be useful to have some contact details for further information – it takes a lot of courage to turn up to a new group sometimes and people may want to ask queries or gain reassurance.
4. **Optimise your internet presence:** If people search for your group on the internet what do they find? Ensuring you have things like a basic website, social media and updated listing on [Google maps](#) all help people to find out about you. Also consider adding yourself to relevant local directories such as the [Bury Directory](#).
5. **Use Social Media:** Establish a presence on social media platforms relevant to your audience, whether Facebook, Instagram, X (Twitter), or TikTok. Share visually engaging content, including updates, events, photos, and stories. Also join local community Facebook pages and similar space to cross post your activity to. Bury VCFA hold regular training sessions on social media and content creation – visit our website for more information.
6. **Don't forget about your email lists:** Your group's mail/email list is one of its most important tools. You probably already send emails to your members

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anyway but don't forget to include key messages about recruiting new members too. You may want to also develop an email list of people you may also help get your message out for you. This might be other similar local groups, Bury VCFA (we regularly promote activities in our newsletter and community page), local councillors, schools, or relevant council staff.

7. **Don't forget to get physical!** In the age of social media it's easy to forget the value of physical marketing. Create posters for local venues such as libraries, community notice boards, corner shops. Flyers to distribute at events, share with parents. Some groups have had business cards printed for their adult members to share with friends and colleagues.
8. **Get Out and About:** Attend and participate in community events and forums that might be relevant to you. Host stalls and school fayres and other community events. Simply networking and speaking to people in your community helps spread the word out about your group. Not everyone will become a member a member. But they might know someone who will!
9. **Host Events and Workshops:** Organise open days, workshops, or seminars related to your group. It can be less intimidating for potential new members to come to a specific event or workshop rather than a normal session. They can also help raise awareness and help showcase your work to decision makers, funders, and potential supporters.
10. **Use the local media:** Share good news stories and achievement with the local media whether it's achieving a new grants, winning an award or simply celebrating a milestone. It's an opportunity to celebrate your work as well as promoting your club with a clear call to action e.g. get involved on a Wednesday night etc. But it's not just news stories, many local papers such as the Bury Times have ["What's On" Sections](#).
11. **Get Creative:** Sometimes you may need to just get creative. One local sports club found it had great success in getting new students once it started a junior "student of the week" certificate. The reason being that youngsters at the local school were encouraged to bring in extra curriculum certificates and good news and talk about them in their classes and assemblies. This is where the point about speaking to your members can really help.
12. **If at first you don't succeed:** These days, the level of distraction in people's lives is fantastic. People may need to receive a message more than once for them to take notice. This is especially true for events. Save the date, watch

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this space, tickets live now, only a few weeks to go..., next week. There are lots of ways you can send reminder messaging. But if you do struggle to make an impact consider revisiting point number 2 (speak to you members and community)

Bury VCFA provides a range of help and support to groups around marketing and promotion including –

- Sharing sector news and information via our website, social media, community notice board page and newsletter. If you have something to share, please contact [communications@buryvcfa.org.uk](mailto:communications@buryvcfa.org.uk)
- Providing training – we regularly running training sessions on a range of topics including how to use tools such as Canva to create engaging content and how to maximise your social media. Check out our training page for details on the next course.
- Providing bespoke advice and guidance – we run regular one to one drop-in sessions to help groups with their problems and challenges. Check out our website for future dates or email [communications@buryvcfa.org.uk](mailto:communications@buryvcfa.org.uk)