



## **BEFORE your campaign or event**

**Want to run a great event at your centre? Get loads of people through the door? Give your centre a boost? Raise your profile in the local area? Well you need to put the work in **BEFORE** the event to make it a success. Here's how:**

### **• Plan, plan, plan!**

Take the time now to think about what you want to get out of your campaign, who you want to target, and what partners might be able to help you. You can then start to plan what you're going to do - what activities you want to run and what steps you'll need to take to make them happen. Then all you need to do is write it down.

Now that can all seem pretty daunting, but really all you need as your 'plan' is a To Do list. Then add in some dates of when each task needs to be done, and who's going to do them. Easy peasy!

### **• Think about some new locations.**

The aim of the campaign is to encourage **NEW** people to start doing things online. Think about where you could hold new sessions or run street marketing activity. It could be in an old people's home, a Jobcentre or a shopping centre - anywhere there will be lots of people.

### **• Approach partners **NOW****

Thought of some new locations? Some great ideas for activities? Go out and start talking to potential partners about them **RIGHT NOW!** Your campaign or event is a great chance for you to introduce yourself, and it could be the beginning of a beautiful relationship.

For instance: Go and chat to your local Asda about whether they can let you set up a stand in their foyer in return for showing customers their online shopping site. Talk to the local baker about providing a cake for your raffle (with a big 'donated by' label advertising their shop). Maybe the local community centre will lend you their hall for free to run an event, or perhaps a local school could get the kids to paint you some posters and invite their grandparents along to an event. The local hairdressers, GP surgery, Post Office etc. may put up your posters and even chat to their customers about your campaign/event. Remember, if you don't ask, you don't get!

### **• Get your staff and volunteers involved.**

Make sure your staff and volunteers know what you've got planned and when. You'll need them to help, and they might also have some great ideas of how you can reach new audiences. What's more, learners are the **BEST** people to promote your centre for you - so get them involved in street marketing and taster sessions too!





- **Promote your activity.**

Once you've decided what you're doing for your campaign/event, there's no use sitting in your centre (or outreach venue) and waiting for people to come along! You need to get out and about and spread the word about what you're doing. Put posters up. Hand out leaflets. Set up a street marketing stall. Shout it through a megaphone - just let people know!

- **Get talking to your local MP and local media**

If you really want to get the most out of your campaign, get talking to your local MP, councillor or mayor about getting them along to your event. They want to see the good work you're doing in their area! The same goes for your local paper or radio station. Call them up and have a chat. Use our VIP invite or our template press release from the downloadable toolkit!

