



*Julie Weldon
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There is a plethora of not-for-profits



Free to Feed



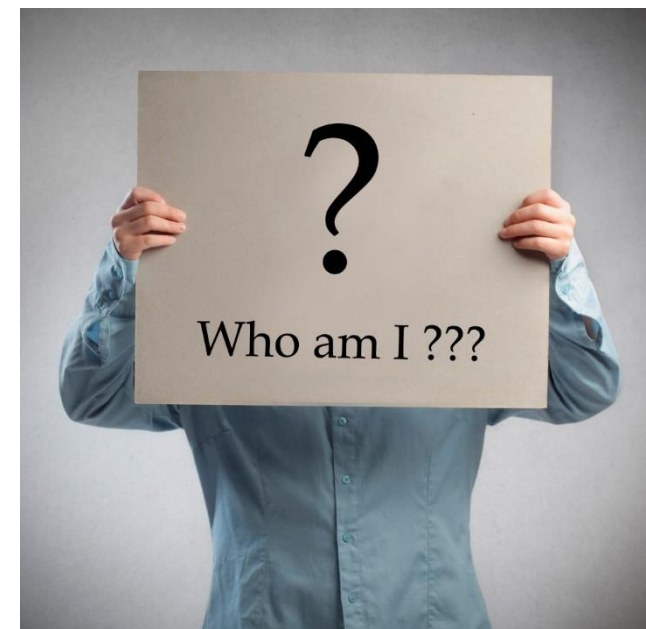
What we'll cover today ...

- Who are you?
- What does success look like?
- Options to raise your profile
- Five things every NFP should have ...
- A few other tools ...



First things first ...Who are you?

- **What do you *actually* do?** Provide services?
Lobby? Advocate?
- **Why do you exist?** What problem/s are you trying to address? Or opportunity are you trying to take advantage of?
- **What's your history?** Why you started?
- **Why should people trust you?** What's your credibility? What have you achieved?



Who are you?

- **Who makes your organisation run?**
Members? Volunteers?
- **What skills / talents / networks do they bring?**
Accountant? Painter? Photographer? Local celebrity?
- **Who are your advocates?** Past beneficiaries?
Local civic leaders? Pollies? Local identities / celebrities?
- **Who else might support you?** Who would be a good partner for you? And who wouldn't?



Who's your audience / targets?

- **Who do you want to talk to?**
 - What's their age, gender, profession, demographics – eg parents; carers; migrants, artists
- **Where do they 'gather'?**
 - Physically and/or virtually
- **What are they interested in?**
- **What are they concerned about?**



Good Cycles is a social enterprise – 100% of the revenue from our commercial operations including our bicycle shop, Bicycle Maintenance Courses, and operations of Melbourne Bike Share, goes towards our community programs and initiatives. Our vision is an Australia focused on advancing equality, health and sustainability through bicycles and cycling. We use bicycles as a vehicle to create meaningful and lasting opportunities for people and communities in need.

Why do you want to be better known?

Increase
understanding
of what you
do?

Build trust /
credibility?

Stop
rumours?

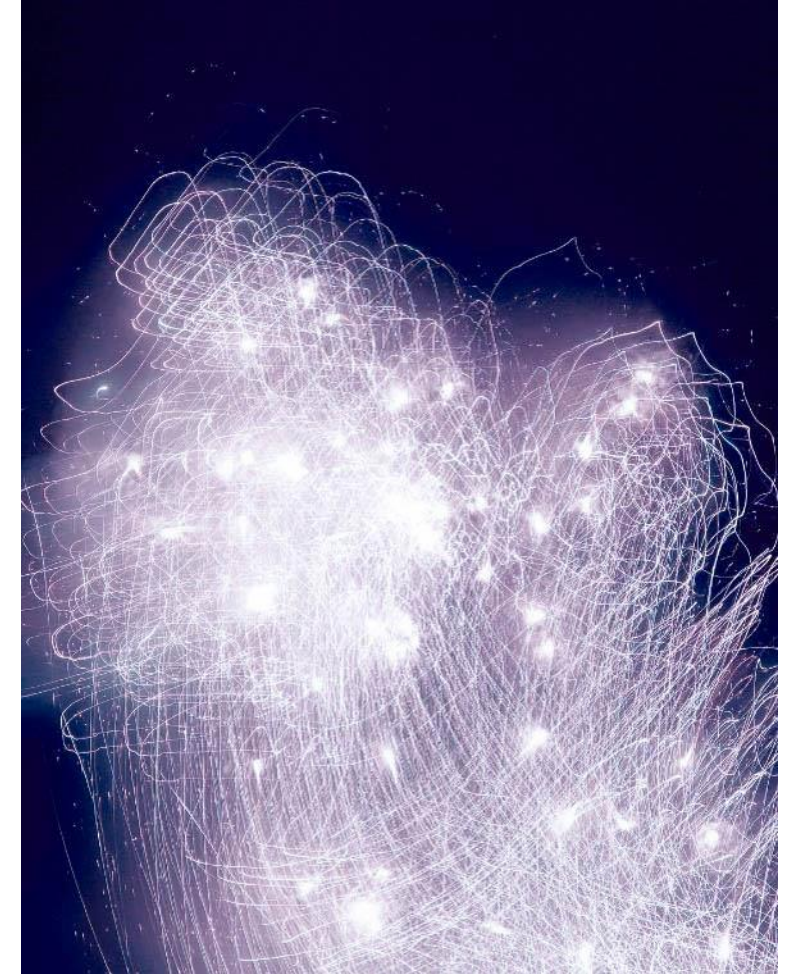
Raise
money?

Find new
partners?

Get more
volunteers?

Attract new
participants /
beneficiaries?

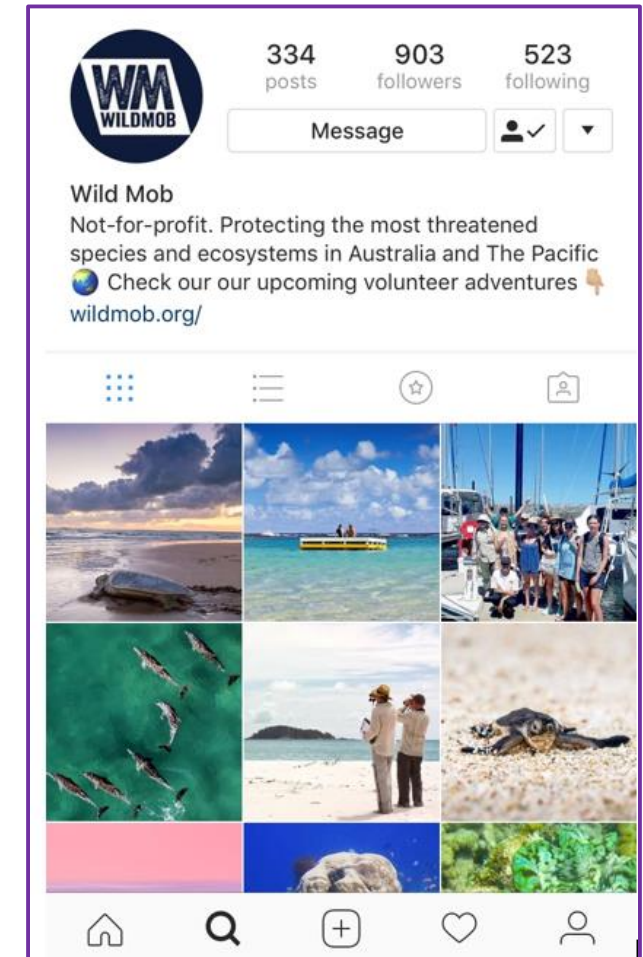
Something
else?



**Now that you're clear on why,
it's time to explore how?**

Five (low-cost) things every community organisation needs

1. A clear statement about who you are, and what you do.
2. A website (or good About Us section on Facebook)
3. Some kind of social media presence
4. A sign-up form to gather contact information for those who want to know more
5. A process to track your good work / wins



1. Consistent descriptor of your organisation



The Channel is a giving circle that funds lesbian, gay, bisexual, trans*, queer, intersex and asexual (LGBTQIA+) community projects. We are *'growing the pot of gold under the rainbow'* and changing the way Australians experience gender and sexuality for the better!



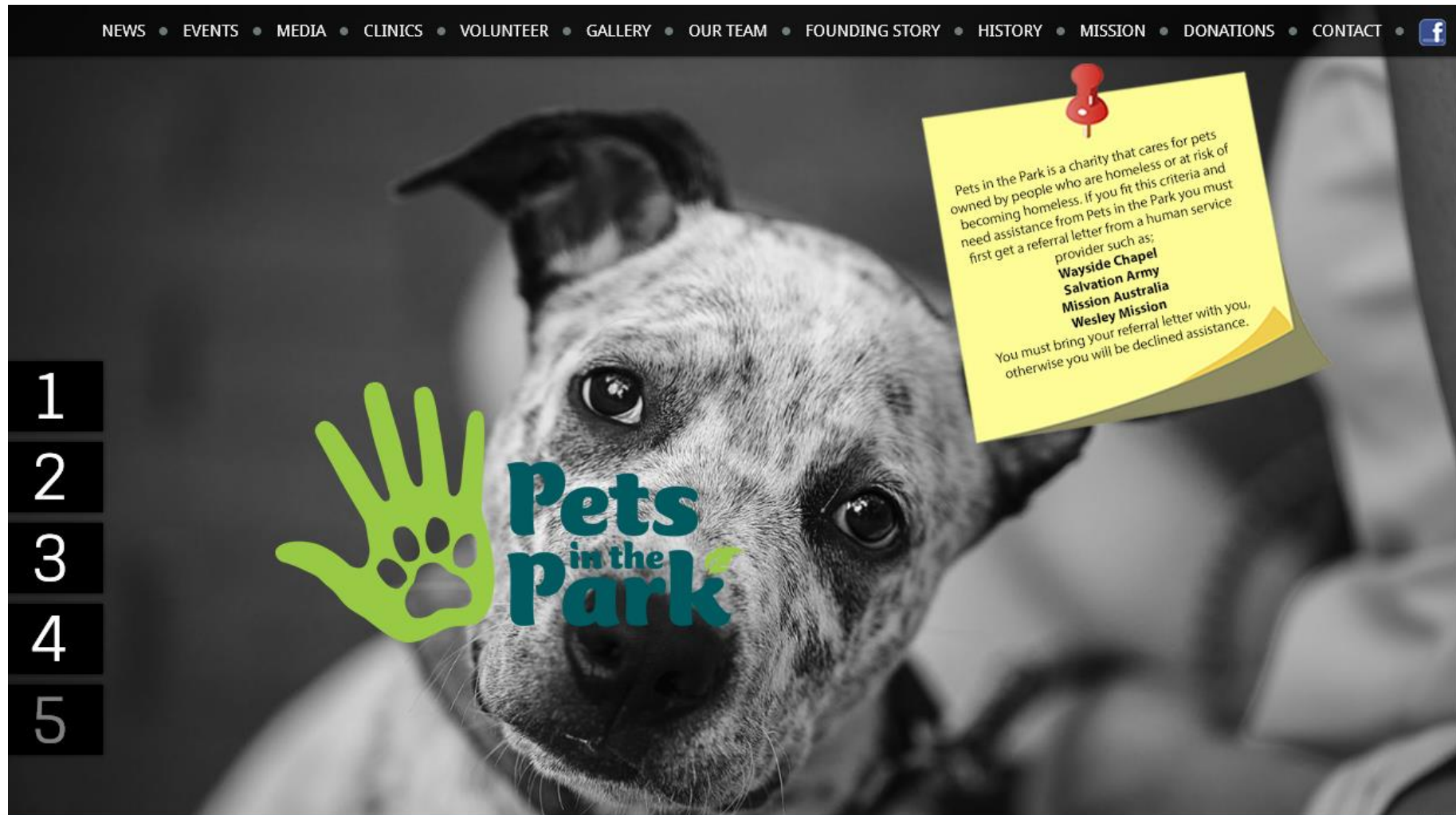
INTO OUR HANDS
COMMUNITY FOUNDATION

A community foundation that invests in projects and initiatives aimed at building the capacity, strength, cohesiveness and wellbeing of the communities within the Shires of Alpine, Indigo and Wangaratta.

Free | to Feed

Free to Feed is a not-for-profit social enterprise. In awe of the enterprising spirit of refugees, people seeking asylum and new migrants – and appreciative of what they want to offer as new community members – we aim to champion their unique skills and individual stories.

2. A Website – ensure people can find you



3. Social Media

- A low-cost tool – *not free* – but almost essential
- Choose the right channel for your audience – and for your content
 - **Facebook** – typically more for your local community, beneficiaries, supporters; Mix of imagery, video & commentary; more in-depth
 - **Twitter** – shorter, sharper; opinions; teasers; directing traffic to a website
 - **Instagram** – all about images, with limited text, but engaged people
 - **LinkedIn** – good way to engage professionals / business people – but pick your topic
- ‘Own’ a hashtag – unique, easy to remember
- Content must be frequent, relevant, interesting
- Stay ‘On message’

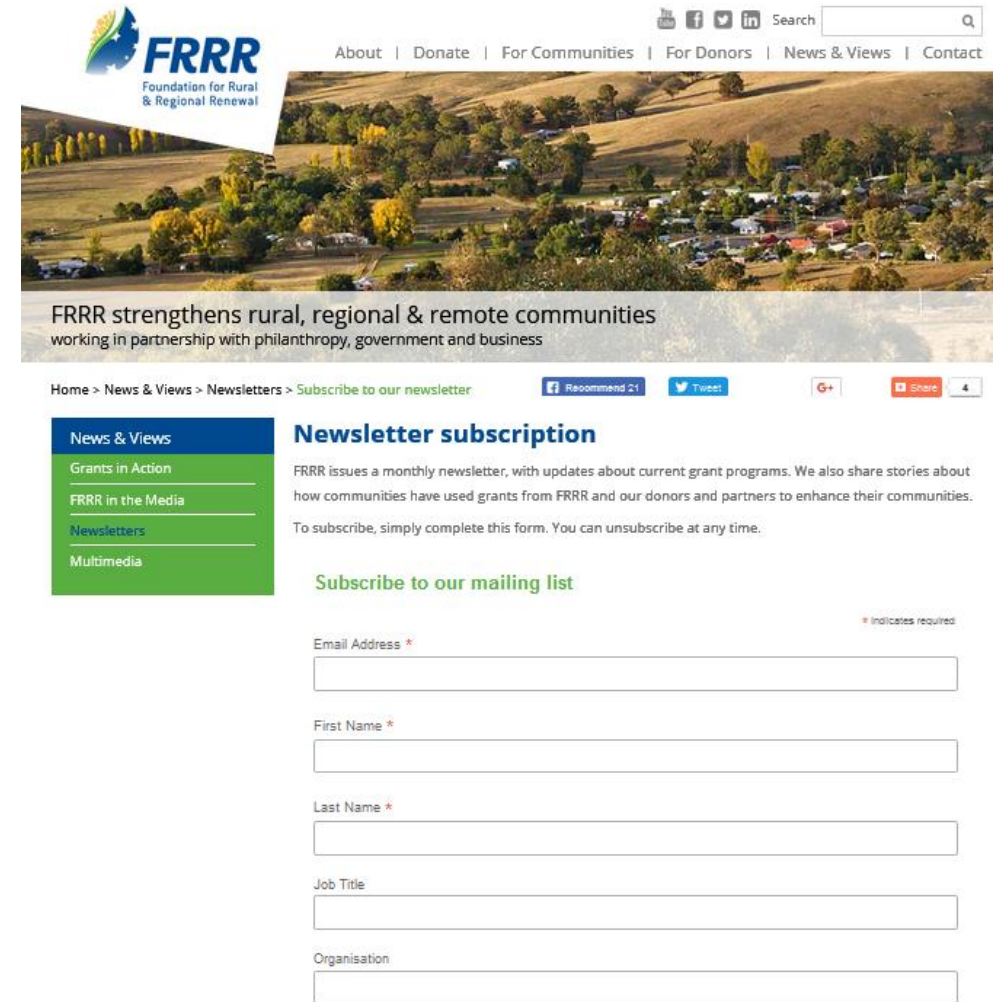


TIP: A great opportunity to get some volunteer support; share the load; explore tools like HootSuite

4. A sign-up form, or way for people to connect

- Missed opportunity if you don't have a way for people to say 'hey, tell me more'
- Website
- Social media (follows)
- Gives you permission to talk to them
 - Newsletter
 - Occasional (but regular) email updates
 - Invitations to events, activities, celebrations

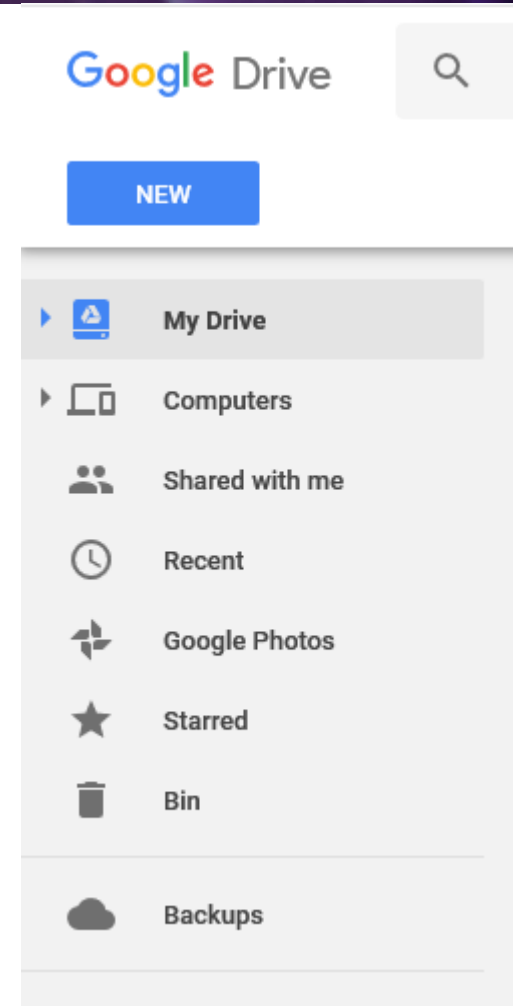
TIP: MailChimp, Campaign Monitor are free to use – up to a certain point. They can also be easily integrated into a website, to build your list of followers



The screenshot shows the FRRR (Foundation for Rural & Regional Renewal) website. The header includes the FRRR logo, navigation links (About, Donate, For Communities, For Donors, News & Views, Contact), and social media icons. A large banner image shows a rural landscape with the text: "FRRR strengthens rural, regional & remote communities working in partnership with philanthropy, government and business". Below the banner, there's a breadcrumb trail: "Home > News & Views > Newsletters > Subscribe to our newsletter". A sidebar on the left lists "News & Views" categories: Grants in Action, FRRR in the Media, Newsletters (highlighted), and Multimedia. The main content area is titled "Newsletter subscription" and describes the monthly newsletter. It includes a "Subscribe to our mailing list" section with a form containing fields for Email Address, First Name, Last Name, Job Title, and Organisation. A small note indicates that asterisks (*) denote required fields.

5. Build a process to track success

- **Success stories** give you fodder for all your communications – and for grant applications
- Develop a **process to keep a record** of all the good things you are doing
 - Feedback
 - Media coverage – Google Alerts
 - Photos from events
 - Copies of flyers, brochures, etc
- Store them in a safe place – one that won't get lost as committee reps change
 - E.g. Google Drive, DropBox



**So how can you
build your profile?**

Lots of options... but must be 'fit for purpose'

- Online and print media
- Photos and Videos
- Events
- Brochures, posters and signage
- Networking and speaking opportunities
- Partnerships and Sponsorships
- Letter box drops

Print & Online Media

- Media whose **readers** will be interested in what you are doing – could be very niche; then leverage it
- Journalists who have a **personal interest** in what you are doing – ask to meet them, learn more about what they want
- **Match your scale to the media's scale** – perhaps start with Community or Local Radio; or with your industry publication
- **Letters to the editor** are an untapped opportunity – but make it short, sharp, relevant – and be polite
- Use **community service announcements** – esp. on local radio
- Ask if you can **contribute** an article / story about your group on a regular basis – local column; Local Council newsletters; Chambers of Commerce
- **Keep others informed** and they may help you get your story out too – e.g. politicians



To get your story noticed, make it interesting

Find your hook:

- Be an **expert** – have an opinion
- Make it **personal**
- Find and nurture good local ‘talent’ – **committee or staff**
 - Or even better, **beneficiaries**
- Use compelling **photos and stories**
- Add some ‘**colour**’ – be remembered!
- Be helpful; be **responsive**

Business Listings

Goondiwindi Argus

28° now Goondiwindi
17° - 28° Mostly sunny

News Sport Opinion Community Send us your news Classifieds Recommended

SEPTEMBER 29 2017 - 11:14AM

Tiny Thallon's hopes rest on shoulders of giant wombat

SHARE TWEET

Hopes of a tiny outback community rest on shoulders of giant wombat

[View More Local Businesses](#)

Clean Floors for Longer
Impress your customers, protect your floors and reduce dust.
0267... [Show Number](#)

Go where the tradies go.
MacKenzie's Home Timber & Hardware for DIY, hardware etc.
0746... [Show Number](#)

Real Estate
First National Real Estate Sloss & Co
0746... [Show Number](#)

Pharmacy
Pharmacy in Goondiwindi
0746... [Show Number](#)


Real Estate
Get more for your property.
0746... [Show Number](#)

Real Estate
Residential, rural and agricultural property and livestock
0746... [Show Number](#)

[List Your Business Here](#)

LOCAL NEWS

- 1 The 'power of love'
- 2 Abattoir construction is just the beginning




Leanne Brosnan from Thallon Progress Association in front of the spectacular wombat rainwater tanks in town. Only three weeks to go until William (the oversized but beautiful) Northern Hairy-nosed Wombat leaves the workshop in Brisbane for his 600km trip to Thallon.

Thallon is building a giant statue of the critically endangered Northern Hairy-nosed Wombat to reinvigorate the local economy and to build hope for the future.

The community hopes the arrival of 2m high and 3.5m long William the Wombat will prove a drawcard for tourists and boost the local economy.

The idea to create William came out of a community meeting in 2015 when locals brainstormed ideas to reinvigorate the town following years of drought, loss of services and population decline.



Pictures or videos are worth a thousand words...


- In the decade of social media, photos and videos are incredibly important. People are reading less and absorbing information faster.
- You don't need to be a professional photographer, but take time to set the shot up and make it interesting.
 - People, activities
 - Pull on heart strings
 - Focus on things people care about

TIP: Canva is a great tool that can help you easily create shareable imagery




Host events

- Showcase what you do, who you help – eg open day, information session
- Doesn't have to cost a lot - ask for support from partners
 - venue hire
 - help with catering
 - volunteers to help with decorating
 - local printer to sponsor by printing your flyer
 - promotion on radio / local paper / community newsletter etc...
- **Join forces** with an existing community event
- **Public thanks** goes a long way



IBD INFORMATION FORUM



LEARN MORE ABOUT CROHN'S & COLITIS
WHEN?
6:00 - 8:00pm, Thursday 23rd November
(refreshments + sign in prior to 6:15pm start)
WHERE?
Robert Lusby Auditorium
Concord Medical Education Centre
Concord Hospital
1H Hospital Road, Concord West NSW 2138
PARKING?
Paid parking station on Hospital Road

SPEAKERS/PROGRAM

Professor Rupert Leong
Faecal transplantation: how and when?


Professor Fadi Mourad
Biological therapy: what's new?

Dr. Brandon Baraty
Versatility of Ultrasound in IBD

Fiona Wilkinson (Clinical Psychologist)
Psychological Issues in IBD

Glen Collins (IBD Nurse)
IBD nursing and activities at Concord Hospital

PLUS Q&A PANEL SESSION



Please RSVP by
Friday 17th November
on 1800 138 029 or
support@crohnsandcolitis.com.au
Bookings essential. Admission is free

abbvie
The forum is sponsored by AbbVie through an unrestricted grant. All thoughts and opinions are those of the speakers.

Promotional materials

- Have something written down about your organisation
- If you have it, you'll use it.
 - Letter / Mailbox drops
 - Flyers in windows of local businesses
 - Monthly/quarterly newsletter

TIP: Ask for volunteers to develop the brochure / flyer / poster for you ... so many people have these skills now

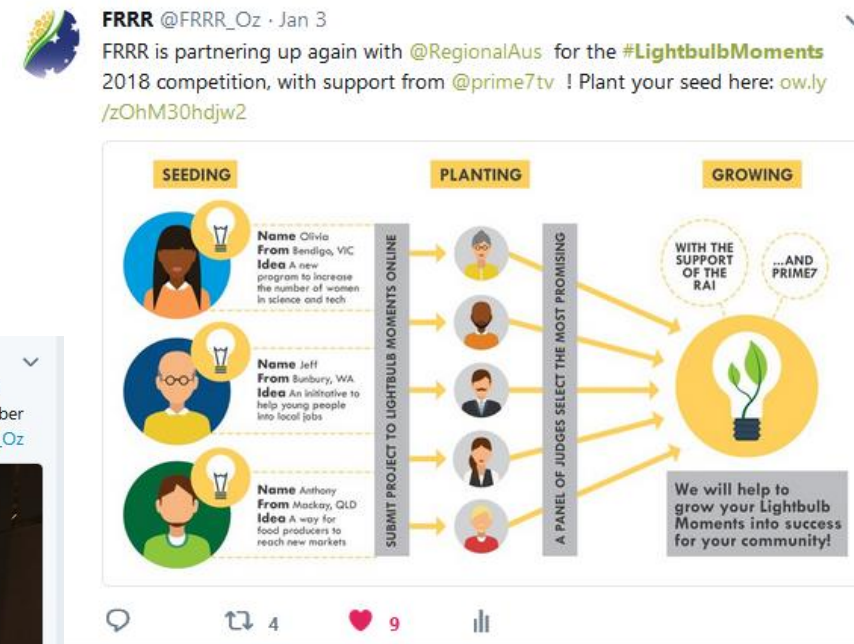


Networking

- Offer to **speak at relevant events** – ask your committee, staff, supporters or volunteers to be guest speakers.
 - Rotary, Chamber of Commerce, Council, Schools
- Take up opportunities to **have a table / stall at local events** – school fetes; sporting events; other community events
- **Attend related meetings** where you can raise awareness and share the important work that you do – Council meetings
- Make sure your local **politicians** – state, Federal, local – know who you are, what you do

You scratch my back, I'll scratch yours

- **Lend your support** to other NFPs with whom you have things in common
- Ask them to do the same
 - Newsletters, social media, word of mouth



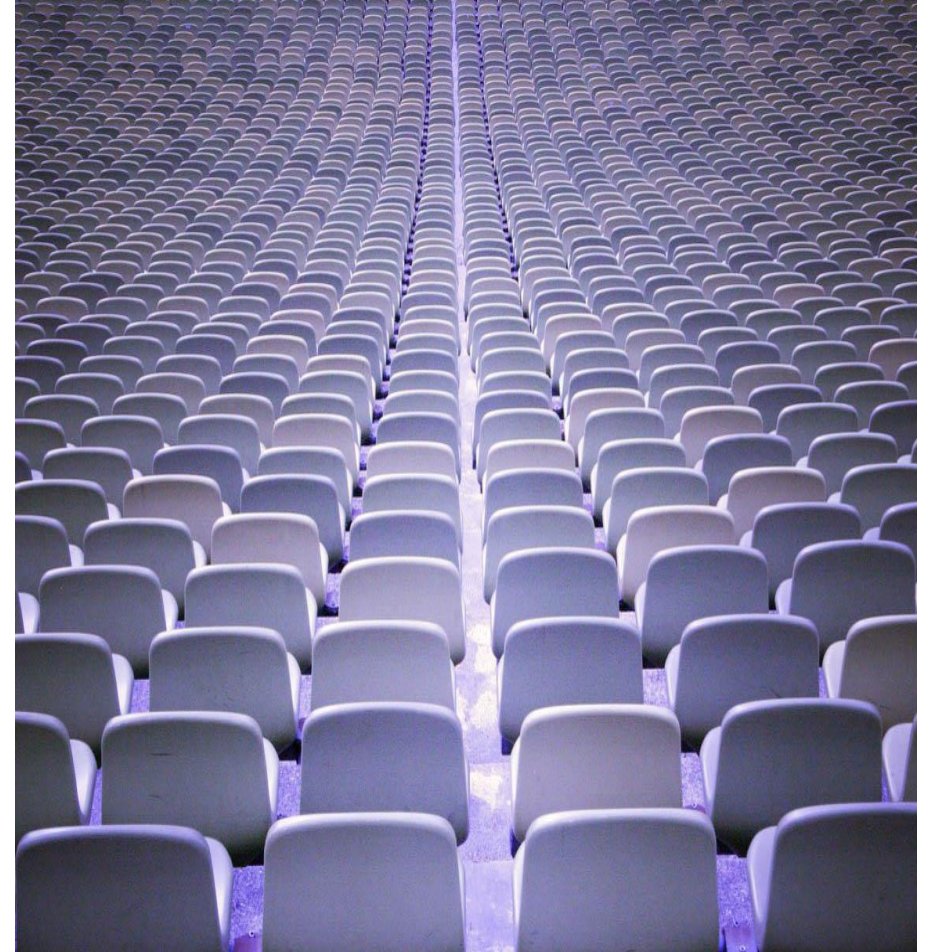
Show & Tell

Recap

- **Know your story** – start by knowing who you are, why you do what you do, why that matters and what runs you have on the board – **can't tell the story, if you don't know it**
- **Know your audience** – who are they, where do they gather – **then go 'meet' them there**
- Be clear about what you want them to **think, do feel**
- Have an **online presence** but also have your story written down on 'paper' – and ways for people to learn more
- Leverage your **strengths and connections** – who knows whom; who's good at what; what does your organisation lend itself to?
- Have a **plan** – and **be consistent** – tone of voice, frequency
- **Do a few things well** – then diversify

Finally, repetition is a good thing ...

- **Repetition** is important to cut-through
 - 8 times rule ...





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