

Planning, developing and executing a local PR/Recruiting/Fundraising campaign

Here are a few ideas to help you achieve the best results from your campaign.

PLANNING

What do we want to do? How are we going to do it?

- Decide on the criteria for your campaign. What are the aims you wish to achieve?

Recruiting Cadets – recruiting adult staff – attracting new people to the Management Committee / supporter group – specific fundraising?

- Set realistic targets. Decide how many additional Cadets/staff you need i.e. ten Cadets / two staff. Aim to achieve these numbers.
- Set the time frame. Decide how long you can sustain an effective campaign. Two weeks? One month? Consider the limitations on locations and resources.
- Discuss ideas with your key personnel – ***prepare an action plan.***

DEVELOPING THE CAMPAIGN

Consider all the local possibilities. What are the best locations to reach your target audience? – schools, supermarkets, libraries and other public buildings (even police and fire stations) pubs, clubs, post offices etc are all good options for local poster display:-

- Doctors and dentists surgeries.
- Bus stations and taxi ranks
- Prepare to use the local media – local TV / Radio / Newspaper / Community newsletter –by sending them a concise news release (see How to achieve local press coverage)
- Local angles means developing the interesting stories behind your campaign
- Remember: newsworthy items + quality images = publication

EXECUTION

The attention span of your target audience (whether it be young people or adults) is limited.

- **Momentum..momentum..momentum** is the key to an effective campaign.
- Maintain momentum with high visibility activity (supermarket check outs) school visits (PowerPoint presentation)
- Stress social values – diversion from crime, community development, social inclusion, youth topics on the local level, invite local councillors, community leaders and the local media to a unit event (open day) to

- demonstrate your contribution to the local community. Select Cadets who can “sell” your product
- Broaden your reach. Involve like-minded organisations – WI / Rotary / Round Table / Youth Clubs / Sports teams / Businesses (and local personalities) – to support your campaign and help to deliver the message.
- Blitz all locations with leaflets (*remember the printed word has longer impact*)

and.....**STICK TO YOUR PLAN**

POST CAMPAIGN

- The follow-up phase is vital if you are going to consolidate the gains of your campaign.
- Invite newcomers to the unit to an Induction day/evening separate from your normal parade time so that you do not neglect current membership or activity patterns to the detriment of the Unit as a whole.
- Take care to introduce new recruits (Cadets / adults) in a planned and constructive manner to integrate them as seamlessly as possible into the mainstream of the Unit.
- **New shoots need to be nurtured...if positive gains are to be achieved.**

If these suggestions have proved useful but you still need further help in developing a successful campaign or there are additional questions you want to ask, contact the MSSCHQ Communications Team on 020 7654 7000 or via email.