

Youth Club Young Volunteer Handbook

Task Training



Publicity & Marketing

This resource may be used free of charge by local authorities and community groups for the benefit of young people; its use for commercial gain is prohibited without the prior consent of Somerset County Council.



Youth Club Young Volunteer task training – Publicity & marketing

Training Plan

Aim: To introduce young people to marketing and publicity as an Activ8r task

Learning Outcomes: By the end of the session the participants will:

- understand the difference between publicity and marketing
- have looked at different ways to market and publicise activities and projects
- gain an understanding of how resourcing affects the ability to market and publicise
- examine what makes good publicity materials from existing examples
- have worked as a team to come up with some creative solutions to market and publicise a variety of projects

Time: 1 hour

Group size: 4 - 6

Venue: Large room with chairs

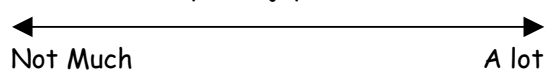
- Materials:**
- Flip chart paper, marker pens & blu tac
 - Marketing and publicity handout
 - Selection of publicity materials, posters, flyers and leaflets
 - Paper and craft materials, glue & glitter, press release pro forma, digital camera
 - Sticky dots or stars
 - Prepared flipcharts

TIME	WHAT	WITH
5 mins	Introduction: Explain aim of session and set basic ground rules including respect for each other, listen to who is speaking and only one person speaking at a time.	
10 mins	Definitions: Group discussion: <ul style="list-style-type: none"> • Ask the group “What is publicity?” and then tell the group the definition from the handout. • Ask the group “What is marketing?” and then tell the group the definition from the handout. • What are the key differences between publicity and marketing? Use the handout as a facilitator’s guide 	Marketing and publicity handout
10 mins	Ways of marketing and publicising activities: Split into two groups and ask them to name as many different ways of marketing and publicity as they can (3 mins). Bring the two groups together and combine the two lists into one, add any that are on the Marketing and publicity handout that have not been mentioned by the groups. Display the flipchart paper prominently in the room	Marketing and publicity handout Flip chart paper, blu tac, pens
10 mins	What affects your ability to publicise and market your activities?: Split into two groups and ask them to write answers to this question on a flipchart (5 mins), then ask the groups to compare and share. Look at the Marketing and Publicity Handout and add in anything the groups have missed.	Flipchart paper, pens, blu tak. Marketing & Publicity Handout

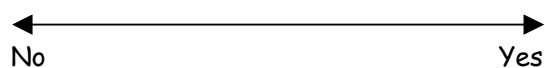
TIME	WHAT	WITH
20 mins	<p>Good and Bad Practice: Split the group into two groups. Give each group a selection of publicity and marketing materials (posters, leaflets, booklets, flyers etc). Ask the groups to look at the information they have been given, find a good example and try to identify what is good about it and why. Each group should then write on flip chart paper "what to remember about good publicity and marketing materials" (5 mins)</p> <p>Repeat this process, but look for a bad example - what is bad about it and why? Write on flip chart paper "what to avoid in publicity materials" (5 mins)</p> <p>Ask each group to feedback their ideas to each other (10 mins).</p>	<p>Selection of publicity materials, posters, flyers and leaflets</p> <p>Flip chart paper and pens</p>
30 mins	<p>Practical exercise: Split the group into two and give each group an appropriate scenario from the Activities Sheet and ask them to plan how they would market/publicise the event or activity. Each group must come up with a plan and some form of publicity material (20 mins)</p> <p>At the end of the session each group has to read their scenario and explain how they would publicise and market their event (10 mins).</p>	<p>Activities Sheet Scenarios, Paper and craft materials, glue and glitter, press release pro forma, digital camera</p>
5 mins	<p>Evaluation: Give out sticky stars or dots, and pens. Ask the young people to complete the flipcharts below.</p>	<p>Prepared flipcharts, sticky stars or dots</p>

Evaluation Flipchart 1

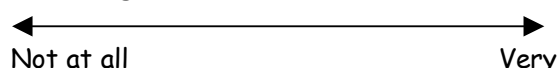
How much did you enjoy this session?



Did you learn anything about how to market and publicise your Activ8r work?



How confident do you feel doing publicity and marketing?



Evaluation Flipchart 2

What was your least favourite part of the session and why?

What is the most useful thing you've learned?

What will you do as a result of this session?

Marketing & publicity handout

Marketing and publicity - what's the difference?

The Oxford Advanced Learners' Dictionary gives the definitions

Marketing

"The activity of presenting, advertising and selling a company's products in the best possible way."

Publicity

"The business of attracting the attention of the public to something/somebody; the things that are done to attract attention."

So basically, publicity raises awareness of your product or service, it can be good or bad and isn't always under your control. Marketing is the process you use to ensure your product or service is seen in the best possible light!

Types of marketing and publicity

There are many different types of marketing and publicity, including:

- Advertisements
 - Printed – in newspapers etc
 - TV, radio, cinema
 - Billboards
 - On buses / coaches / cars
 - Emails and texts
 - Website banners
- Social media
 - Facebook
 - Twitter
 - YouTube
 - Blog
- Posters
- Leaflets, flyers and cards
- Direct mailing
- Word of mouth
- Competitions
- Articles
 - Magazines
 - Newspapers
 - Newsletters
 - On-line
 - On radio / TV news programmes
- Press releases
- Community newsletter column
- Presentations to groups
- Website
- Promotional gifts
- Face to face communication
- Stands at relevant events
- 'Introduce a friend' rewards
- Directory listings

Youth Club Young Volunteer task training – Publicity & marketing

Challenges handout

The challenge	Think about...
We don't have enough money in our budget	<p>There are types of marketing you can do cheaply or free such as:</p> <ul style="list-style-type: none"> • word of mouth • face to face communication • presentations • press releases • emails • social media
We are really short of time	<p>You don't always have to have a long marketing campaign. Get people to help:</p> <ul style="list-style-type: none"> • distribute flyers and posters • send emails • talk to people face to face • put information on blogs and forums • add listings to on-line directories or calendars • make presentations or have stands at schools, colleges, clubs events etc.
We need to target a specific audience	<p>Some products or events are only suitable for, or appealing to, specific audiences such as care leavers, disabled young people, young men or women etc.</p> <p>You will need to do some research to find out how to make contact with those groups. Search the internet or speak to your youth worker to find out contact names for people who can help and seek their advice on how to contact your audience and the most appropriate type of marketing.</p>
We've received some bad publicity	<p>You need to turn this around. It's always a good idea to get professional advice (perhaps from your youth worker) and then you could:</p> <ul style="list-style-type: none"> • issue a press release providing accurate information if the bad publicity wasn't true or detailing what you're doing to put things right. • highlight the good things about your product or service • encourage people to help you make things better, maybe by running a competition or asking for volunteers • organise an event where you do something positive for your community <p>Whatever you do, make sure it is done well or you could make your bad publicity a lot worse!</p>

The challenge	Think about...
We don't have the resources we need	<p>Your networking abilities can become really useful in this situation:</p> <ul style="list-style-type: none"> • can you afford to buy the resources you need? • if not, can you negotiate a better deal or is anyone willing to provide it as a favour? • try contacting other groups to see if they can loan you items of equipment you only need for a short time • if you need help, can you persuade people to volunteer their time?
I'm not very good at marketing and publicity	<p>It is very unlikely that everyone will have all the skills needed for good marketing and publicity. If you get together as a group and explore your strengths and weaknesses you will almost certainly find that each of you have some of the skills needed. Good planning will allow you to allocate tasks to the people who are best able to complete them well which will lead to successful marketing.</p> <p>You can also use this as an opportunity to learn from each other so everyone can improve their range of skills.</p> <p>You can sometimes give help and advice from professional journalists and PR people who may be happy to help a voluntary youth group.</p>

Youth Club Young Volunteer task training – Publicity & marketing

Press release template

The detail required	The detail you are supplying
<p>What can you tell us about the subject matter</p> <ul style="list-style-type: none"> • An outline of the chosen activity/event 	
<p>Where is it/or did it take place?</p> <ul style="list-style-type: none"> • The venue • Possible directions/map 	
<p>Who was involved?</p> <ul style="list-style-type: none"> • Identify the range of participants (young people, parents, Police, Schools etc) • Don't forget the staff and yourself! 	
<p>Why this particular event / activity?</p> <ul style="list-style-type: none"> • The aim • The issues involved • Age Range of YP 	
<p>When did it/will it take place?</p> <ul style="list-style-type: none"> • Times and date • The press may want to come along 	
<p>How did it go?</p> <ul style="list-style-type: none"> • This should include achievements by individuals/groups involved. • The effect it has or will have. The overall outcome/s. 	
<p>PLUS!</p> <ul style="list-style-type: none"> • Are there any pictures • Contact point (and number) of the person who should be contacted for further information. 	

Youth Club Young Volunteer task training – Publicity & marketing

Activities

Activity One

With your youth worker you have helped to organise a trip to play another local youth club in a pool competition

Resources:

Youth Club building, pool table, white board and set of markers

Budget:

£40:00

Activity Two

At your youth club you have made a video about the effects of alcohol on your body as part of a healthy lifestyles project. You want to hold some form of event to show off what you have achieved.

Resources:

Video camera, VCR / DVD player, projector and big screen, youth centre, computer, internet and printer, pens and paper, a youth worker

Budget: £60:00

Activity Three

As a member of your youth clubs' Members' Committee you have been tasked with recruiting some new members to your youth club and publicising the programme you helped design

Resources:

Paper, pens, computer, printer and access to internet, art materials, digital camera

Budget: None

Activity Four

A group of 8 young people attending your youth club want to undertake a litter pick up/ environmental clean up day in your village. Some of them are doing this as part of their Duke of Edinburgh's Bronze Award, "Volunteering" section.

Resources:

A youth worker, youth club building, digital camera, mobile phone

Budget: None