



13 October 2020

To: Members/Clubs/Regions/National Associations/Networks

Cc: Federation Consultative Committee  
Federation Management Board

Dear Members,

### **SIGBI Social Media Recruitment Campaign 2020**

SIGBI launched our social media Recruitment Campaign 2020 in October, and we have already had a great response, including a number of membership enquiries. We have more planned over the next few months.

The campaigns target women who are looking for volunteer opportunities and social connection with other like-minded women. Social media is the ideal channel to reach potential members, so if you do see one of our adverts please do share it and comment.

Clubs can also run their own campaigns, and we have produced a toolkit to help you to do this, which comprises:

- Images
- Social Media Posts/Facebook Ads copy
- Press Release
- Facebook Adverts Guide

All these resources can be found on the recruitment page in the members' area of the website (log in before following the link) - <https://sigbi.org/members/resources/marketing-resources/recruitment/>.

We do want to track the success of both the SIGBI campaigns and Clubs' campaigns both in terms of social media engagement – have the likes on your page increased, how many people engaged with your campaign – and in terms of actual and prospective new members. So please do record the start and end dates of each campaign you run and note any increased activity and any direct contacts you have as a result of the campaign. Please send these statistics to <mailto:sally@sigbi.org>.

Yours in friendship

A handwritten signature in black ink, appearing to read 'Isobel Smith', written in a cursive style.

Isobel Smith  
SIGBI President 2019-2020