

MARKETING AND COMMUNICATION PLAN 2017

SI BARNSTAPLE



MARCOM PLAN ~ RECRUITING NEW MEMBERS

BY WHOM	WHY	WHAT	HOW	WHEN	PROGRESS
EXECUTIVE CLUB MEMBERS	<ol style="list-style-type: none"> 1. WE NEED TO RECRUIT MORE MEMBERS BOTH FROM ENQUIRIES AND REFERRALS 2. PRORITY TO REVIEW HOW WE ARE CURRENTLY HANDLING INFORMATION REQUESTS 	<ol style="list-style-type: none"> 1. WE REVIEWED CURRENT MATERIAL AT AN EXECUTIVE MEETING AND DECIDED TO MAKE SOME CHANGES SUBJECT TO CLUB APPROVAL 2. WE IDENTIFIED 3 STAGES IN GIVING OUT INFORMATION 	WE NEED TO PLAN EACH OF THE 3 STAGES, THAT WE HAVE IDENTIFIED, TO MAKE MATERIAL AS ATTRACTIVE, INFORMATIVE AND INVITING AS POSSIBLE	FEBRUARY/ MARCH 2017	

STAGE ONE ~ INITIAL REQUEST FOR INFORMATION

BY WHOM	WHY	WHAT	HOW	WHEN	PROGRESS
EXECUTIVE CLUB MEMBERS CLUB SECRETARY	<ol style="list-style-type: none"> 1. WE NEED TO HAVE AN EASY TO MANAGE , CLEARLY UNDERSTOOD APPROACH TO PROVIDING THE NECESSARY INFORMATION 2. IMPORTANT TO APPEAR WELCOMING AND NOT OVERWHELM WITH TOO MUCH INFORMATION AT THIS STAGE 	<ol style="list-style-type: none"> 1. SEND AN E-MAIL INVITING THE PROSPECTIVE MEMBER TO EITHER A COUPLE OF CLUB MEETINGS OR AN INFORMAL CHAT OVER COFFEE 2. ATTACH THE ATTRACTIVE NEWLY DESIGNED BASIC INFORMATION LEAFLET 	<ol style="list-style-type: none"> 1. DESIGN AN ATTRACTIVE BASIC INFORMATION LEAFLET ABOUT THE CLUB 2. ENSURE THAT THIS INITIAL LEAFLET MENTIONS THAT MEMBERSHIP DOES INVOLVE CLUB FEES 	FEBRUARY /MARCH 2017	

STAGE TWO ~ FIRST CLUB MEETING OR INFORMAL CHAT

BY WHOM	WHY	WHAT	HOW	WHEN	PROGRESS
EXECUTIVE CLUB MEMBERS CLUB TREASURER	<ol style="list-style-type: none"> 1. NEED TO PROVIDE FURTHER INFORMATION ABOUT THE BARNSTAPLE CLUB AND WHAT IT MEANS TO BE A SOROPTIMIST 2. CLUB FEES NEED TO BE EXPLAINED 	GIVE PROSPECTIVE MEMBER A FOLDER CONTAINING INFORMATION LEAFLETS WITH A COVERING LETTER	<ol style="list-style-type: none"> 1. DISCUSS WITH CLUB MEMBERS SUITABLE MATERIAL TO BE PUT IN THE INFORMATION PACK 2. DESIGN A COVERING LETTER 	FEBRUARY/MARCH 2017	

STAGE THREE ~ INFORMATION PACK FOR NEW MEMBERS

BY WHOM	WHY	WHAT	HOW	WHEN	PROGRESS
EXECUTIVE CLUB MEMBERS	FEEDBACK FROM NEW MEMBERS SHOWS A NEED FOR MORE DETAILED INFORMATION TO BE PROVIDED ON JOINING	REVIEW HOW WE HANDLE VITAL INFORMATION FOR NEW MEMBERS	ASSEMBLE PRESENTATION PACK OF INFORMATION WITH A COVERING LETTER EXPLAINING HOW TO ACCESS MORE INFORMATION AS REQUIRED	FEBRUARY 2017	

MARCOM PLAN ~ RECRUITING NEW MEMBERS

BY WHOM	WHY	WHAT	HOW	WHEN	PROGRESS
CLUB MEMBERS	1. CLUB MEMBERSHIP IS NOT SUITABLE FOR ALL WOMEN	USE EVERY OPPORTUNITY TO DISCUSS ASSOCIATE MEMBERSHIP IF APPROPRIATE	CONTACT SIGBI WITH PROSPECTIVE MEMBER'S DETAILS	ONGOING	

MARCOM PLAN ~ RECRUITING NEW MEMBERS / LOOKING AFTER CURRENT MEMBERS

BY WHOM	WHY	WHAT	HOW	WHEN	PROGRESS
EXECUTIVE CLUB MEMBERS	NEED TO RECRUIT MORE CLUB MEMBERS	TARGET POOLS OF POTENTIAL MEMBERS	<ol style="list-style-type: none"> 1. IDENTIFY USP FOR CLUB 2. DESIGN A TARGET MAIL SHOT FOR MEMBERSHIP MONTH 	MARCH/APRIL 2017 THEN ONGOING	
CLUB MEMBERS	LAPSED MEMBERS COULD BE A UNTAPPED SOURCE OF NEW MEMBERS	ENCOURAGE CURRENT MEMBERS TO KEEP IN TOUCH WITH ANY FORMER MEMBERS		ONGOING	
CLUB MEMBERS	<ol style="list-style-type: none"> 1. TO LOOK AFTER CURRENT MEMBERSHIP 2. TO GIVE MEMBERS OWNERSHIP OF THEIR CLUB 3. IDENTIFYING ANY NEED FOR CHANGES 	EVENING OF REFLECTION	<p>OPPORTUNITY FOR FEEDBACK RE HOW MEMBERS FEEL ABOUT THE CLUB, EVENTS OR ORGANISATION ETC</p> <p>INFORMATION GATHERING EXERCISE</p>	MARCH 2017 AN ANNUAL EVENT	

MARCOM PLAN ~ RECRUITING NEW MEMBERS/ RAISING PROFILE OF CLUB IN LOCAL AREA / RAISING AWARENESS OF ISSUES

BY WHOM	WHY	WHAT	HOW	WHEN	PROGRESS
EXECUTIVE CLUB MEMBERS	NEED TO RECRUIT NEW MEMBERS TO RAISE AWARENESS OF ISSUES RAISE PROFILE IN LOCAL AREA	<ol style="list-style-type: none"> 1. ENSURE WE HAVE A SUPPLY OF GOOD QUALITY INFORMATION ON DISPLAY 2. ENSURE WE HAVE AS HIGH A PROFILE AS POSSIBLE AT ALL THE LARGE NUMBER OF EVENTS WE PARTICIPATE IN DURING THE YEAR 3. ENSURE WE HAVE A CLEAR BRAND IMAGE <ul style="list-style-type: none"> • CLUB SIGN • TABARDS • LITERATURE TO HAND OUT 	DISPLAY OF NEWLY DESIGNED POSTER AND LEAFLETS IN LIBRARIES PARTICIPATE IN AS MANY HIGH PROFILE EVENTS AS POSSIBLE <ul style="list-style-type: none"> • PILTON FESTIVAL • MAYOR MAKING • OPENING OF THE FAIR • REMEMBRANCE DAY • PICNIC IN THE PARK • EVENT ON THE BRIDGE ETC 	ONGOING THROUGHOUT THE YEAR	

MARCOM PLAN ~ WORKING WITH PARTNERS

BY WHOM	WHY	WHAT	HOW	WHEN	PROGRESS
CLUB SECRETARY EXECUTIVE MEMBERS	<ol style="list-style-type: none"> 1. TO RAISE PROFILE OF CLUB 2. TO DEMONSTRATE WE CAN WORK CLOSELY WITH OTHER ORGANISATIONS 	TO SHOW THE VARIOUS PARTNERSHIP ORGANISATIONS WE ARE WORKING WITH	LIST PARTNER ORGANISATIONS AND THEIR LOGOS ON WEBSITE	ONGOING	
CLUB SECRETARY EXECUTIVE MEMBERS CLUB MEMBERS	TO RAISE AWARENESS OF THE CLUB AND ITS ACTIVITIES BOTH IN THE LOCAL DEVON AREA AND FURTHER AFIELD	<ol style="list-style-type: none"> 1. MAINTAIN CONTACT WITH CURRENT PROJECT PARTNERS 2. IDENTIFY POTENTIAL PARTNERS 	<ol style="list-style-type: none"> 1. PERSONAL CONTACT 2. BUILD UP A BANK OF INFORMATION IN THE SHAPE IN GOOGLE.DOCS THAT CAN BE ACCESSED QUICKLY 	ONGOING	

MARCOM PLAN ~ KNICKERS FOR KNOWLEDGE CLUB PROJECT

BY WHOM	WHY	WHAT	HOW	WHEN	PROGRESS
EXECUTIVE MEMBERS CLUB MEMBERS TRUSTEES	TO PROVIDE UP TO DATE INFORMATION ON PROJECT	<ol style="list-style-type: none"> 1. REGULAR REPORTS 2. BUILD UP BANK OF REPORTS, PROMOTIONAL LITERATURE, INFORMATION AND IMAGES THAT CAN BE RESTRUCTURED FOR A DIFFERENCE AUDIENCE 3. SET UP INFORMATION PAGE WITH A LINK THAT PEOPLE CAN ACCESS 	<ol style="list-style-type: none"> 1. ORGANISE AND STORE INFORMATION ON GOOGLE.COM 2. REVIEW AND UPDATE K4K WEBSITE AND CHECK LINKS TO CLUB WEBSITE 	<ol style="list-style-type: none"> 1. PROJECT IS ON THE AGENDA FOR EVERY BUSINESS MEETING 2. SEPARATE TRUSTEE MEETING ANNUALLY AFTER AGM 3. SET UP INFORMATION PAGE WITH A LINK DURING 2017 	