



Brief Precis from  
Not-for-Profit Managers' Peer Support Group Meeting  
5 May 2017

[Not-for-Profit Managers' meetings hosted by Volunteering Canterbury are held on the first Friday of each month, at Christchurch Community House, to provide an opportunity for NfP Managers to share information, successes and challenges with their peers. As well as this opportunity a specific topic is introduced each month and, where possible, a guest speaker shares their knowledge on the subject. For more information on these meetings, email: [outreach@volcan.org.nz](mailto:outreach@volcan.org.nz)]

## LOW COST MARKETING OPTIONS

Heather Milne (previously with Takahe Marketing) talked about the use of Facebook and Twitter and the use of social media in general to give the wider audience a 'feel' for who your organisation is. While as organisations we consider how to tell our 'why', the reality is that if an emotional connection is made via, for example, Facebook, there is more chance of getting the wider audience interested in our cause.

Furry kittens and little kids are great for building engagement - if your organisation isn't one which is involved with animals or children then it is worth looking for opportunities to show that you are nonetheless 'people-related'. Staging pictures to include a furry critter who happens to appear from time to time is quite ok. It's about showing people you are real. And then talking to them! Heather said, 'to be talking about the things you are doing is pointless unless they are listening'.

Another message was not underestimating the value of articles in community newspapers - which have a longer 'life' than mainstream printed media (eg The Press) as they tend to be left on coffee tables around the community (and homes). These papers are always on the lookout for articles which they can include to show that they are a 'community' paper and if you can provide that easily and professionally, then it is likely to be accepted. This can be the beginning of building an advantageous relationship with the media. Heather suggested setting a target ... a note in your diary or on your calendar that you will send off an article every x months (be realistic!). If you have an event coming up, start talking about it to the media six months ahead of time. Closer to the time, send a media release. If a reporter doesn't turn up to cover it, send photos and an article as a follow-up. It may sound relentless (and your organisation most probably has policies in place relating to taking care when dealing with the media) but the written media remains very powerful and to access it without a huge marketing budget is definitely a good aim.

Twitter is an example of following, watching, and over time creating professional relationships. Heather shared her own story of a group she is involved with (Christchurch Branch of the Aunties) [https://www.facebook.com/pg/christchurchaunties/about/?ref=page\\_internal](https://www.facebook.com/pg/christchurchaunties/about/?ref=page_internal)) which had begun and grown initially using Twitter.

Getting the whole marketing package connected is also important. Be clear of your brand, and then build around that. Another example (and check out the fundraising opportunities) is <http://beemyhoneynz.com/> which is another arm of Heather's busy life.