



Promoting Your Organisation

Promoting your group without it costing the world is vital given the tight budget many not-for-profit organisations run on.

Develop an image for the organisation ...

What kind of look or image is representative of the organisation?

- Keep it simple, clear and consistent;
- Don't over complicate things – any wording should be straight to the point; and
- Limit the number of colours – stick with no more than two or three.

Simple Promotional Tools ...

Word of Mouth	Spread the word about your group or project. Implement a Telephone Tree tool – e.g. each member has to tell ten people..
Newsletters	Drop off newsletters at local distribution points – schools, shopping centre and libraries. Look at cost-effective e-distribution via email.
Media Releases	Celebrate your successes or new projects with a media release.
Website	Get a free website – it is an invaluable medium. But don't bother if you don't have time to keep it up-to-date.
Social Media	Don't discount the power of social media. Start a facebook page, a blog or get on to twitter.
Local Schools	Check with the local school when the school newsletter goes out.
Local Radio Stations	Get on the radio. Most radio stations have free community service announcements.
Local Newspapers	Check out the free event calendars in the local paper.
Local Shopping Centres	Utilise local shopping centre noticeboards. Negotiate with retailers to hang posters or leave flyers.
Local Government	Contact Community Development at the City for promotional opportunities. Distribute flyers or brochures through the local libraries. Hang posters at the community centres.
Cockburn Community Signs	Hire one of the Cockburn Community Signs for temporary use – visit www.cockburncommunity.asn.au

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