

# Get it done! Marketing when it's not your job: Creating a plan





Partnership  
work

Children's and  
Young people's  
Network

Adult Health and  
Social Care  
Network



**IMPACT IN  
ACTION**





Impact In Action:  
one of BVSC's  
projects funded by  
the City of London  
Corporations' charity,  
City Bridge Trust





# Benefit from FREE support until July 2022



## **1-2-1 targeted support**

One-off, or a more ongoing mentoring approach, this support is tailored to the problems you want to solve so can pinpoint solutions quickly.



## **Training**

We will be offering a range of bite size training. Keep an eye on [www.bvsc.co.uk](http://www.bvsc.co.uk) under the Impact in Action section or request in house training.



## **Resources**

Our website will be brimming over with resources that we've researched so that you don't have to. We've made a start, but keep returning as we add more.

## **Way Up Quality Assurance scheme**

# Who's the Impact Officer?



20 year's experience in the charity sector



15 of these helping charities prove the difference they have made



Normally working with small organisations.

CIM module in Direct Marketing- but not my main focus



# What the session is about

By the end of this session you will

...consider whether it is worth having a basic marketing plan

...recognise that measurement can help you improve.

...have a basic plan of contacting your target markets.





# What a Marketing Strategy/Plan can cover

Purposes of your marketing

Who you are reaching and how.

What messages

Budget

Timings

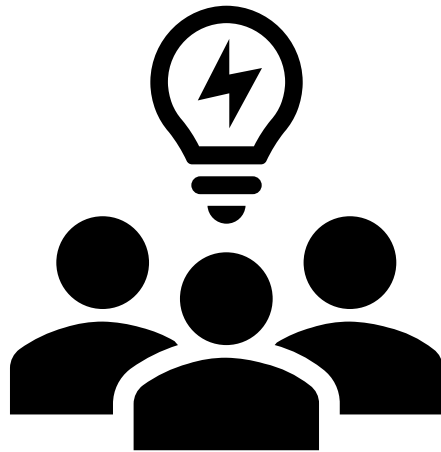
Who does what

How you will review/test different approaches?

Risks and mitigations



Do you think it is worth having a plan and why/why not? (5 mins)







# Do you think it is worth having a plan and why/why not?

What is the most time saving, to plan and get agreement early on or to not plan and then need sign off?

Is there any budget? If not, will a plan help there to be a budget next year?

Will you remember what you are measuring/what messages you have? Planning to help everyone to stay on track.

What happens if there's staff turnover?

Breaks down the problem into feasible chunks.



# What a Marketing Strategy can cover –further information

3 seminars on Marketing strategy:

<https://mediatrust.org/resource-hub/digital-marketing-strategy-webinar-series/> (I've not tried these!)

NCVO puts the marketing plan within the Business Plan

<https://knowhow.ncvo.org.uk/tools-resources/business-plan-template/writing-your-business-plan/6-how-we-reach-our-market>

The Chartered Institute of Marketing

<https://www.cim.co.uk/>



# Measuring. What targets do you have, what will success look like? What are you measuring?

## Output type measures

- How many emails you sent out?

## Outcome type measures

- How many emails were opened?
- How many unique visitors were their to your website?
- How many donations were made?
- How many people shared your post about impact?

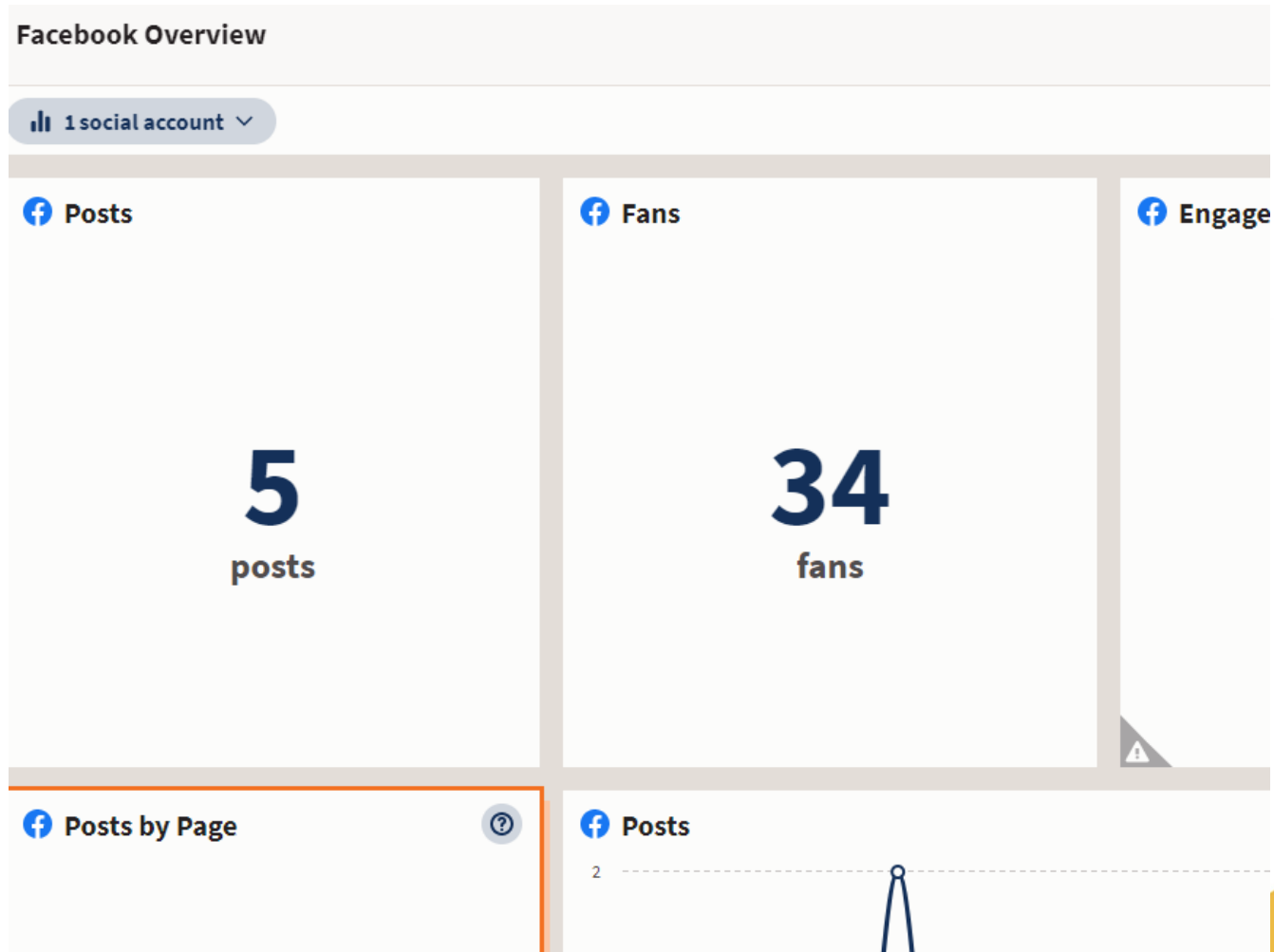


# How you can measure – Your fundraising

## Finance system eg Xero, Justgiving

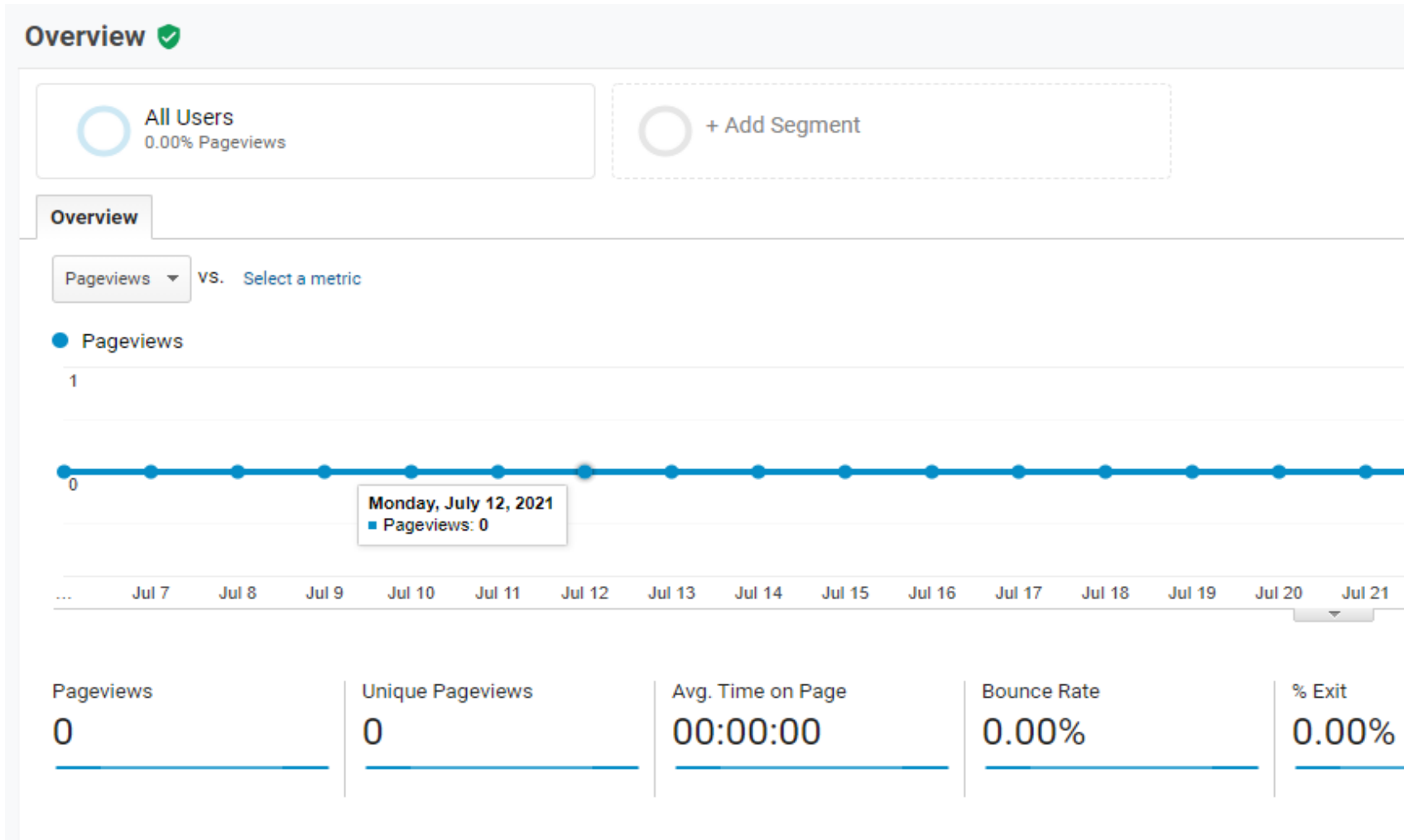


# How you can measure – Social media- Hootsuite





# How you can measure – Your website Google Analytics





Write targets against as many of your activities as possible (7mins)

C	D	E
next 6 months.		
	Messages	SESSION 2 Target
email add video with a case study	Prevention is better than cure	Select 4 givers at random and ask i
ks after their gift with an invite to		
highlights how our work ties in with	Our impact is strategic	Select 4 givers at random and ask i
goal		
2-1 check ins, poster in the safe house	There is hope that you can get	
ly Bear's picnic where a former	through this.	Thumbs up/down survey at the en
story		
	Prevention is better than cure	70% of those emailed respond to t
t	Our impact is strategic	70% of those emailed respond to t
t	We have the evidence to support	
	the above	



# Planning. What will your calendar look like?

On your email package you may have a calendar and you can set up a separate communications one that everyone can access, eg

>

Today < > July - August 2021

Comms Planner					
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12 Jul	13	14	15	16	17
10:00 Superhighways Summer school 1 T...	09:00 Weekly eBulletin	10:00 Superhighways summer school 3 T...	10:00 Copy: Covid Marshal session ; <a href="https://us02web.z...">https://us02web.z...</a>	10:00 OUR ZOOM Cory Community Fund Application ...	
16:00 Copy: Covid marshal session; h...	10:00 Superhighways summer school 2 T...	13:00 Copy: OUR ZOOM Speed Catc...	14:05 Copy: NEW: Community Conne...	11:00 Karen's session may spill o...	
19	20	21	22	23	24
10:00 Superhighways summer school, Ex...	IN OFFICE; Vicky Ke.				
14:00 Civi mail Thursday event ; Vi...	09:00 Copy: Coffee...				
	09:00 Funding ebu...				
	10:00 Superhighw...				
26	27	28	29	30	31

Colour code, eg  
Events, emails





# Planning. What will your calendar look like? (7mins)

Or carry on with Excel

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	SESSION 2	Jan	Feb	Mar	April	May	Aug	Mar	April	May	June	Jul	Aug	Sept	Oct	Nov
2																
3	Noteworthy national events to tie into										World Cup, abuse more likely?					Trustee Week
4																
5	Beneficiaries															
6																
7																
8	Thursday group															
9																
10	Website, beneficiary pages															
11																
12																
13	Supporters															
14																



# See you again?

[www.bvsc.co.uk/events/training](http://www.bvsc.co.uk/events/training)

bvsc.co.uk/events/training

measuring and improving.  
Practical: Marketing calendar (Events, Project Activi

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**Quantitative Data Essentials (BVSC an**

**Wednesday, 6 October, 2021 - 10:15 - 12:30**

Many small organisations are nervous about delving  
often just scratch the surface due to lack of confider  
data essentials and ensure participants leave the se  
the tools to start collecting, analysing and using qua

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**Cory Community Fund Application and**

**Tuesday, 12 October, 2021 - 10:00 - 11:00**

Impact in Action and the Cory Community Fund hav  
interested in applying to the Cory Community Fund.  
activities in the community that generate positive im

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**Measuring how your Voluntary and Cor**  
**difference: Quantitative, Qualitative, rea**

Thank you!

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<https://bvsc.co.uk/impact-action>

