

vcashpoint
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get your message out there

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Marketing

Stuck? Here are answers to some popular questions...

1. Why is communicating important for my project?

Communication is something we all do every day – but for something like your community project, it's important to plan and get it right. If you communicate effectively it will help you to run your project smoothly and successfully.

2. Well...what should I communicate?

Keep it simple. Think about what exactly you want to say (your message), and what it is you want to happen as a result (the outcome, for example this may be for people to come to your event, or sign up as a volunteer). Write it down or talk it through with someone else – it will help you to think clearly. Also put yourself in the position of the people you are trying to communicate to...would you respond to your message?

3. I have my message...how do I get in contact with young people?

There are many resources available to you. Local paper, local radio, press releases, word-of-mouth, internet, local youth groups, schools, posters, leaflets, the list goes on. Don't forget that your local Connexions or youth service – they should also be able to help you a lot.

And remember to consider any costs, for example, if you need to get more volunteers but don't have money for leaflets, how about contacting your local radio station, or asking a youth group – for free!

4. I know there are many youth groups around...how do I get in contact with them?

Getting in contact with youth groups can seem an impossible task but there will always be someone to help you. Get in contact with your local council youth service or local Connexions. They are bound to have a list of local youth groups...with the phone numbers... so give them a ring. They will probably be just as enthusiastic to help out as you are.

5. What about radio?

Your local radio station is a great way to communicate to local people about what is going on - whether you want people to attend a project, or get involved themselves. What many people don't realize is actually local radios are often desperate for interesting local news and events, so write a press release or drop them an e-mail with all the necessary details and what days you'd like them to read it out - or just call and give the details of the phone. It can be as easy as that!

6. ... Newspapers?

Local papers can be slightly trickier but they run on the same format, and love to know about what's happening in their area. Local papers are a great way to communicate to young people what happened. Send your local paper a press release (we've drafted you an example) explaining exactly what is going on. Invite a reporter along. Think about what might make an interesting photograph for them. By having press at your project, it could feature in the local paper. Don't be nervous about reporters - they're just people like the rest of us!

7. So I have radio and newspaper...anything else I should know?

Never underestimate the power of communication. There are now so many ways to communicate but please be careful and remember to never put down a personal home address or telephone number as some people aren't as genuine as you! Also remember, the power of the internet, the **v** website will always be around at **vinspired.com**.

8. Ok...vinspired.com...how will that help me?

The **vinspired** website has many ways to help you. If you have any questions use the message board...the likelihood is someone has the same problem. Share ideas ...two heads are better than one. And please...**don't forget to blog it!** Your project has been chosen out of hundreds - so be proud - let everyone see the fab photos of what you've all achieved. Communicate your success for others to see and be inspired...just like you were.

Good luck and have fun
v20 team

Need help?

If you have a query before or while you are applying, about the application form, application process, funding criteria, deadlines and dates for each round or anything else you can contact our help desk in one of the following ways:

By phone: **0800 089 9000**,

By text: text **vcash** to **80010**

(an advisor will call you back)

By email: **vcashpointqueries@bss.org**