



3 October 2011

Dear PVSF Member

Welcome to the 2nd Year of the PVSF 'Making Connections' Project

Peckham Voluntary Sector Forum is delighted to tell you about the second year of its exciting project called 'Making Connections' which will help your organisation improve its Marketing and Communications skills. Making Connections is a two year project which is FREE for community organisations that need to improve how marketing and communications works for them.

The programme will offer a range of topics including public relations, media relationships, design (leaflets, posters & annual reports), websites & online communication, networking, presentation skills and photography.

Organisations will receive dedicated and continuous one to one consultancy, training workshops, mentoring by professionals from the marketing and communications world. You will even develop your own unique marketing portfolio which can be easily add to and develop for many years after this project has ended.

Imagine in just a few months your organisation on completion of this programme will have strengthened your Marketing and Communications expertise as well as being in a better position to increase your ability to attract volunteers, raise funds, recruit high quality trustees and improve your funding chances.

More details about 'Making Connections' is enclosed in this pack.

David

David Reid
Coordinator
Peckham Voluntary Sector Forum
Tel: 020 7358 9777
Email: david@peckhamforum.org.uk
Web: www.peckhamforum.org.uk

3 October 2011

Dear PVSF Member

Kick Start Your Marketing with the PVSF 'Making Connections' Project

Peckham Voluntary Sector Forum is launching the **Making Connections** marketing project. We will help you to use low cost high impact workable marketing communications tools to publicise your good work. This in turn will enable you to attract volunteers, raise funds, find potential partners, appoint trustees and ensure end users are aware of your services.

Want to Take Part?

1. Complete and return the enclosed Making Connections Project application form (closing date for the November 2011 start is **31 October 2011**). Places will be awarded to PVSF members based on the information provided on the application form in accordance with the selection criteria attached.
2. Contact me, Lydia Edwards, to find out more about Making Connections project or go to the PVSF website for further information - <http://www.peckhamforum.org.uk/making-connections-marketing-project/>.

Please find the following information enclosed or attached as part of the application pack:

- Welcome to Making Connections from David Reid, PVSF Coordinator
- Making Connections Application Form
- Introduction to the Making Connections Project
- Making Connections Application Form Selection Criteria

I look forward to receiving your completed application form as soon as possible. If you have any questions or need any help completing the form, please feel free to contact me.

Regards

Lydia

Lydia Edwards
Marketing & Communications Officer
Tel: 020 7732 2220
Email: lydia@peckhamforum.org.uk
Web: www.peckhamforum.org.uk

B) ORGANISATION OVERVIEW

What are the aims and objectives of your organisation?

What are the main activities and services your organisation currently provides?

Please select (with a cross) the ethnic groups that you help with a percentage breakdown.

Asian - Bangladeshi	<input type="checkbox"/>	_____ %	Asian - Indian	<input type="checkbox"/>	_____ %
Asian - Pakistani	<input type="checkbox"/>	_____ %	Asian - Other	<input type="checkbox"/>	_____ %
Black - African	<input type="checkbox"/>	_____ %	Black - British	<input type="checkbox"/>	_____ %
Black - Caribbean	<input type="checkbox"/>	_____ %	Black - Other	<input type="checkbox"/>	_____ %
Chinese	<input type="checkbox"/>	_____ %	White - British	<input type="checkbox"/>	_____ %
White - European	<input type="checkbox"/>	_____ %	White - Irish	<input type="checkbox"/>	_____ %
White - Other	<input type="checkbox"/>	_____ %			
Other (Please describe):				
				

Target Beneficiaries Demographics (please select with a cross)

Age:	0-5	<input type="checkbox"/>	6-16	<input type="checkbox"/>	17-25	<input type="checkbox"/>
	26-59	<input type="checkbox"/>	60+	<input type="checkbox"/>	All ages	<input type="checkbox"/>
Group:	Refugees	<input type="checkbox"/>	Asylum Seekers	<input type="checkbox"/>	Women	<input type="checkbox"/>
	Young People	<input type="checkbox"/>	Homeless	<input type="checkbox"/>	Disabled	<input type="checkbox"/>
	Children	<input type="checkbox"/>	Unemployed	<input type="checkbox"/>	Parents	<input type="checkbox"/>
	Specific Health Issue	<input type="checkbox"/>	Other	<input type="checkbox"/>		

C) MARKETING ACTIVITY

Budget, Responsibility & Training

What is the organisation’s annual marketing budget? £ _____

What is the name & position of person responsible for marketing in your organisation?

Have you, or anyone in your organisation, had previous marketing training? If yes, please provide details (course title, one sentence description & date):

Current Marketing Activity & Training Requirements

<i>Please state whether you use a particular marketing tool (Yes/No), what your skill level is (1 to 5) and whether you need training (Yes/No).</i>	Used Before: (Yes/No)	Skill Level (1-5): (1 low/5=high)	Need Training? (Yes/No)
1. Public Relations (how to win supporters)	Yes/No	1 2 3 4 5	Yes/No
2. Photography	Yes/No	1 2 3 4 5	Yes/No
3. Presentation Skills	Yes/No	1 2 3 4 5	Yes/No
4. Event Publicity	Yes/No	1 2 3 4 5	Yes/No
5. Building Relationships with the Media	Yes/No	1 2 3 4 5	Yes/No
6. Designing Posters	Yes/No	1 2 3 4 5	Yes/No
7. Leaflets	Yes/No	1 2 3 4 5	Yes/No
8. Annual Reports	Yes/No	1 2 3 4 5	Yes/No
9. Website Design	Yes/No	1 2 3 4 5	Yes/No
10. Legal issues e.g. copyright, data protection etc	Yes/No	1 2 3 4 5	Yes/No
11. Better use of networks	Yes/No	1 2 3 4 5	Yes/No
12. Other (please list below):	Yes/No Yes/No Yes/No	1 2 3 4 5 1 2 3 4 5 1 2 3 4 5	Yes/No Yes/No Yes/No

How did you hear about PVSF’s Making Connections Marketing Project?

PVSF eBulletin Forum Newsletter PVSF Website
 PVSF Letter Telephone Capacity Building Team
 Forum Meeting Leaflet / Flyer Other organisation

Other (please specify):

.....

.....

D) ADDITIONAL INFORMATION

Further information to support your application: Using the space provided, please explain why you think your organisation should be selected to take part in the 'Making Connections' project?

PVSF Notes (please leave blank):

Date Joined Project:

Complete and return this application form by 5.00pm, Monday 31 October 2011 to:

Lydia Edwards, Marketing & Communications Officer
Peckham Voluntary Sector Forum, 48 Willowbrook Road, London SE15 6BW
Tel: 020 7732 2220/Fax: 020 7635 7834
Email: lydia@peckhamforum.org.uk Web: <http://www.peckhamforum.org.uk>





INTRODUCTION TO THE MAKING CONNECTIONS PROJECT

Becoming Visible

If your organisation finds it challenging to attract volunteers, raise funds, find potential partners, appoint trustees and make sure that potential users are aware of what you do then you are not alone.

Many local community organisations in Peckham share similar challenges of getting the right message out to the right people and remain invisible despite the good work that they do.



Who is the Making Connections project aimed at?

Community organisations that are willing and able to commit to using several months of their time to increase their visibility, implement a marketing strategy, and learn about new marketing techniques.

Why Marketing & Communications Is Important

PVSF is fully aware of the key role that marketing and communications plays in selling your services to a wide range of stakeholders. Therefore we are proud to announce the launch of a fantastic two year project called Making Connections. This project will help improve your marketing and communications skills and provide the right tools for your organisation to implement a low cost high impact marketing communications strategy.

Media Trust Research

Research by the Media Trust (September 2009) has demonstrated that there is often a lack of support for training and marketing spend and insufficient strategic planning within frontline organisations.

For example, one of the most effective tools for community organisations to use (based on cost and reach) is online marketing however only 15% of smaller organisations use it compared to 44% of larger organisations.

Benefits - What Will You Get Out Of It?

- You will be able to develop a workable marketing communications strategy that will help your organisation plan for the future.
- Learn how to identify your different target audiences and discover how they use information you provide as part of their decision process to volunteer, provide funds or use your services.
- We will help you define your niche, raise your profile, increase the flow of information and interactivity to your stakeholders and the wider community.
- We will work with you to create a tailored marketing portfolio for your organisation covering topics including PR/media relations, design, websites, networking, presentation skills and photography.

Workshops & FREE Consultancy (for PVSF Members)

A series of workshops will be run in the first instance every Tuesday (10am – 1pm) at PVSF offices from 15 November 2011. The workshops are free to all PVSF members including those accepted on the Making Connections project. One-to-one mentoring for individual groups

- The workshops are **free to all PVSF members** including those accepted on the Making Connections project.
- Each PVSF member / community organisation accepted onto the project will be helped to implement action points from the Making Connections workshops. During a 12 month period, a series of **FREE** one-to-one mentoring sessions and/or consultancy will be arranged with individual groups (up to 2 hours a month).
- For non-members it is £15 per workshop with a discounted rate of £60 (a saving of £15) if all five workshops are booked at the same time. Marketing consultancy for non-members can also be arranged. If you are interested, please contact us for further information.

The REVISED workshop schedule and topics include:

1. 15 November 2011 – Making Connections Intro & Working Within the Law
2. 22 November 2011 – Photography for Community & Voluntary Groups
3. 29 November 2011 – Media, PR, Networking & Presenting
4. 6 December 2011 – Websites & Social Media Introduction
5. 13 December 2011 – Annual Reports, Posters & Leaflets

Making Connections Application Form Selection Criteria

Which Groups/Organisations Are Eligible to Apply?

- Small BME organisations with a current Peckham Voluntary Sector Forum membership (or in the process of acquiring membership).
- Voluntary and community groups that are based or provide a service to residents in the central part of Southwark (SE15, SE5 and its surrounds) i.e. Peckham, East Camberwell & Nunhead.
- Organisations that have limited knowledge and/or organisational capacity to 'sell' or market to potential stakeholders (users, funders, policy makers, volunteers, partners etc).

Spaces Available & Commitment Required

- Fifteen groups will be selected to take part in Making Connections project in the second year and applications are due by Monday 31 October 2011.
- The workshop will initially run from Tuesday 15 November 2011 so applicants must be available to make a commitment to take part in one-to-one and/or group sessions over a 12 month period starting from November 2011.
- Groups must be willing to share what they have learnt with other PVSF members and take part in publicity used to promote Making Connections and/or PVSF to the media.

Marketing Needs

Must demonstrate a need to increase knowledge, develop marketing communication materials and implement marketing tools in at least **three** of the following areas:

1. Public Relations (how to win supporters)
2. Photography
3. Presentation Skills
4. Event Publicity
5. Building Relationships with the Media
6. Designing Posters
7. Leaflets
8. Annual Reports
9. Website Design
10. Legal issues e.g. copyright, data protection etc
11. Better use of networks

Further Information

- Look out for announcements on www.peckhamforum.org.uk, in our newsletter Forum News and in the fortnightly eBulletin
<http://www.peckhamforum.org.uk/category/ebulletin/>.
- Please contact Lydia Edwards, Tel: 020 7732 2220 or Email: lydia@peckhamforum.org.uk for an application form or for further information.
- Second year of Making Connections details on PVSF website -
<http://www.peckhamforum.org.uk/making-connections-marketing-project/>
- Download online application form in Word format -
http://www.peckhamforum.org.uk/wp-content/uploads/default/MCApplicationForm_WordVersion2.doc The application can be typed but you must make sure to **'Enable the content'** by clicking on the 'Options' button (top right) first so that you can type in the boxes available – see below.

