**OBJECTIVES**

All groups have identified **recruitment of volunteers, especially more highly-skilled volunteers for “admin” (rather than site work) roles as a priority. We are appreciative of the work of a marketing professional for the advice and suggestions in these Marketing Notes - published in five sections - on the many ways this can be addressed.**

**Key Marketing Principles … from the experts…**

Since we want to attract *new* people to our organisation and cause, we cannot assume that they already know about us. We have to accompany them through the whole “customer lifecycle” or “purchase funnel”, from attention (awareness) to interest to desire to action. Even though we may not be pitching for their donations at present, we are still pitching for their time and skill, so it is helpful to think in those more commercial terms.

In marketing terms, these stages are known as **AIDA (Awareness, Interest, Desire, Action)** and are a key way of checking that your campaigns (copy and visuals) are effective in addressing the appropriate stages.

**Psychology-informed copywriting** will need to use cognitive, behavioural and social psychology principles to help address each stage and encourage identification with the cause, confirm ability to make a difference and enable actual action-taking.

**Attention-driven design** will need to use visual and psychological techniques to help guide the eye, make information understandable and keep the mind focussed on the *one* action that you want the customer to take. One campaign or piece of communication = one action. (Once they have taken that action, you can then introduce another action or options, *not* before!)

|  |  |  |
| --- | --- | --- |
| **Stage** | **Effect** | **Examples & Tips** |
| Attention (Awareness) | Attract the attention of the customer | Examples:   * Is *your* local park at risk? * Could *you* be the PR Officer to save our parks? * Could *you* be the volunteer to plant the most trees on “Grow Your Park” day?   ***Top Tips:***   * Sometimes risk-based and negatively-phrased headlines are attention-grabbing, but other times it is just as powerful, and more empowering, to focus on the positive outcome. * A little competitiveness can also attract a certain segment of the audience. * Question formats can be very enticing and engaging because the mind is predisposed to want to seek out answers to questions. |
| Interest | Generate interest in the customer (why they need it, would benefit from it) | Examples:   * What the risk is. * What the benefits of green spaces are. * How your organisation/service helps / saves / protects…   ***Top Tips:***   * The facts should be explained briefly and clearly, but ideally as an interesting story. * The story should be supported by some facts but not obscured by too many facts - e.g. 1 human example, 1 specific park / 1 species, etc. (E.g. It is easier for people to identify with the specific story of a boy, Joshua, 11, from Basingstoke, going hungry, than with 1000 people using the foodbank. It is easier for people to imagine themselves helping Joshua get a warm meal tonight, than help feeding 1000 of hungry people over months.) Don’t overwhelm them, empower them.   Examples:  In our case: “You can help save the owls in Kempshott by planting 5 trees one afternoon next week. (Rather than: “Can you help save biodiversity in our green spaces by helping us plant 5000 trees.) |
| Desire | Convince the customer that they want and desire the product or service that will satisfy their needs | Examples:   * What they might gain from supporting your work * What they might lose if they don’t take action   ***Top Tip:***   * Two biggest motivators for desire are taking action to GAIN something (e.g. gaining money, skills, reputation, etc.) or to avoid the LOSS of something (e.g. financial risks, emotional losses, missing out on a discount, etc.). |
| Action | Lead customers towards taking action and/or purchasing (and make it easy to do so) | Examples:   * Sign the petition * Donate to the cause * Volunteer 1 afternoon to help plant trees * Make a difference today (by calling this number) * Save a Life, Give Five (£) * Get monthly tips on how to save your park (by subscribing to our newsletter)   ***Top Tips:***   * Clear call to action (clear in terms of what to do next and visually highlighted) * One call to action per campaign or communication piece. (You may want them to do more for you, but don’t overwhelm them this early in the relationship. Bring them on board, later you can ask for other support, again, one at a time.) |
| Attention-driven design will establish an information hierarchy, a linear flow and use design principles of emphasis / contrast, etc. to guide your reader/viewer to your desired action. | | |
| ***Top Tips:***   * People support *causes*, not organisations. Lead with your cause, not your organisation. (E.g. Save our hedgehogs! NOT: Donate to Natural Basingstoke!) * People support *people*, not organisations. Communicate in a professional but human way, not a dry “corporate” way. Have a named spokesperson (internal or external), not an anonymous appeal. Put a face to the cause. * People *help*. Organisations *enable* them to help. (*They* save the hedgehogs through their donation. *You* make sure their money buys the right hedgehog hotels and installs them in the right places.) * People can help in many *different* ways. They can donate time, skills, contacts, money, equipment, etc. Know what your preferred action is for each campaign, but do attract a variety of support over time through different campaigns. * People want to *know* they helped. Keep them informed of how their donation of time, skills, contacts, money, equipment, etc. has helped. Celebrate your successes, large and small. * People want to feel *valued* and as more than a donor. Say thank you once in a while, send useful information and tips AND *delight* them (e.g. share funny animal pictures from your green spaces, etc.). Those who identify with your cause, know they are making a difference, and feel valued by you are more often than not willing to help again, if asked. Keep the relationship going with the right balance of engagement content and calls for support. | | |