**Tactics: Campaigns and Event Ideas**

**Review Adverts, Websites, Posters , Stands and Signage**

Our entries in local magazines have shown some success, but not as much as we would like. They can be very text-heavy with no clear call to action. We could try to redesign them with reduced text, clearer call to action and more attention-driven visual design. A tracking code and/or landing page should be included to help track response rates.

The same check against a clear objective, call to action and attention-driven design should be done on existing posters, websites, stands and signage in advance of our summer events.

***Top Tip:*** *Free design tools like* [*Canva*](https://www.canva.com/) *are really easy to use with some fantastic templates and design elements for all sorts of marketing projects.*

**Events**

Our events are ideal to achieve multiple objectives.

Raising General Awareness

* Run awareness survey at every event in 2015 to help inform future marketing and recruitment drives.
* Information Posters on what we do. Ensure all materials have clear calls to action.

Volunteer Recruitment

* Have a dedicated volunteer recruitment stand (or dedicated section to the stand) at all events.
* Dedicated Volunteer Recruitment posters and leaflets. Ensure all materials have clear calls to action.
* Make sure a representative (ideally a current volunteer) is on hand to engage with interested members of the public.
* Take contact details there and then.
* Follow up immediately after event with specific steps they could take right away.

Engagement with current volunteers

* Thank existing volunteers publicly (e.g. posters, announcements, etc.).
* Use them to chat to potential new volunteers.

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| **Upcoming Events** | **Representative / Organiser** |
| Do Your Bit Week (1-7th June 2015) | Brookvale  Friends of Stratton Park |
| Love Parks (24th July 2015) | Natural Basingstoke |
| Green Week 21-27 September | Natural Basingstoke |
| Nature Walks  Nature Talks | NB consider whether worth running again with a dedicated Events Manager in place to cover the time-intensive work. |
| Species recording | NB  Member Groups |
| Work parties | NB  Member Groups |
| Sponsored Green Run / Marathon | NB  2-3 year objective (2017/18) |
| **Additional Event Ideas** | **Representative / Organiser** |
| Walk for Health events  Over 55s events | Capitalize on existing networks by teaming up with these groups, lead on social element and gentle exercise angles to attract them to our groups. |
| Other work parties and/or event ideas for awareness, fundraising and volunteer recruitment.  “Grow Your Park”  “Traditional Skills”  “Art in the Wild”  “Dogs in the Park”  “Easter Egg Hunt”  “Sports Day”  “Picnic in the Park” | Can (and should) be organised in collaboration with other complimentary charities to share the workload and tap into new audience reach, e.g. animal rescue charities, sports charities, family/children’s charities, etc. |

**Recruitment Drives**

NB to streamline and increase its role as umbrella volunteer recruiter for member groups.

**Prep**

* NB issue advice on role descriptions in a template (esp. advice on writing **volunteer-centred ads**, teasing out all the benefits for the volunteer to tap into their varied motivations).
* NB and all groups assess their volunteer needs to fill current skills gaps (site work & admin!).
* All groups create role descriptions (using the template) that are clear and attractive, highlighting all benefits to the volunteers for each specific role.

***Top Tip:*** *Don’t hesitate to break big roles down into smaller roles or around specific events so that several volunteers can help you with less onerous commitment levels, if needed (e.g. PR for summer events, PR for autumn events / volunteer for Facebook, volunteer for LinkedIn, etc.).*

**Promotion**

**Web**

* NB to host a general “How You Can Help” page on its website & add an up-to-date list of specific volunteer roles for NB and member groups.
* Groups to host their own roles on their own websites simultaneously.

**BVA**

* NB to liaise with BVA Volunteer Centre on recruiting to fill these volunteer roles through promotion on their website, social media, Do-It and corporate volunteer contacts.

**Press and Radio**

* NB to pitch to the local press and radio about the importance of conservation work & volunteering at the local level and tie in with a specific call for volunteers to gain promotion on their listings, news, social media, etc.).

**Social Media**

* NB and groups to promote regular recruitment drives on Facebook, highlighting a different role each week and a different case study of current volunteers each month.
* NB to coordinate promotion of volunteer roles on LinkedIn account by re-sharing them from Do-It

**Maintenance**

* NB to liaise with local groups to ensure filled roles are removed from all channels promptly and new ones added regularly.

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| **Campaign Concept Ideas**  To attract admin skills for conservation causes, try to turn traditional appeals on their heads:   * **e.g. Not green-fingered but want to help nature? e.g. Killing even a cactus but want to save green spaces? e.g. Hate mud but want to save our marshes?**   Not everyone likes to dig in the dirt, but, if you care about the environment and have [PICK ONE: volunteer management skills / web maintenance skills / PR skills / marketing skills], you could really help your local green spaces thrive in Basingstoke. Find out how you can be a green hero for [PICK ONE: Kempshott / Black Dam / Basingstoke]…  Or lead on the skills:   * Could *you* be the PR Officer to save our parks?   Or encourage friendly competitiveness:   * Could *you* be the volunteer to plant the most trees on “Grow Your Park” day? * Could *you* plant 50 trees in 5 hours? * Event Managers, could *you* beat the 500 attendees mark on our BioBlitz event? |

**Facebook Page Launch and Growth & Facebook Group Growth**

**Summary**

Facebook presents an ideal tool for generating awareness, building a fan community and recruiting active volunteers from the general public. It allows us to showcase our green spaces, our conservation activities and campaigns. It also allows us to promote our events to the wider public through social “word of mouth” (shares), social invites (Event Pages) and with the added bonus of being able to track attendance numbers through social media event RSVPs.

We need to develop a content strategy that allows us to:

* Publish valuable, actionable and engaging content for our different key customer personas.
* Trial a variety of post types and formats (e.g. text, illustrations, photos, videos, lists, etc.).
* Engage with fans and key influencers by responding to posts and comments and re-sharing content.

We recommend we create **a public NB Facebook Page** which makes it easier for the general public to keep informed without being members yet. A page will also give us access to data analysis for page performance, which Facebook groups do not.

Meanwhile we will look at developing the current NB Facebook Group further to increase reach and engagement with existing members. Keeping potential and current volunteers separate allows us to target our messaging better for each audience. However, we can share content relevant to both between the page and the group.

Time commitment for the page will focus around writing a **minimum of 7 update posts a week and 1 longer piece of content a month** (hosted on the website, but promoted through Facebook). [Some content pieces will be able to be promoted to both the Facebook and the LinkedIn audiences where their interest overlaps. See LinkedIn Plan further below.].

**Issues to Consider**

* To get the most out of Facebook, we do need to **commit long-term and ensure buy-in from all** staff/core volunteers to ensure sustainability of content generation.
* Our NB survey reveals **only a few member groups are active** on Facebook with low levels of activity and reach:
* [Natural Basingstoke](https://www.facebook.com/groups/NaturalBasingstoke/?fref=ts): Group with 24 members / Posts once a week / Events: No 2015 events listed. One 2014 event listed. / Photos: No 2015 albums.
* [Friends of Stratton Park](•%09https:/www.facebook.com/pages/Friends-of-Stratton-Park/233720093398185?fref=ts): Page with 28 fans (likes) / Posts once a month / Photos: 8 since 2012
* [Overton Biodiversity Group / Society](https://www.facebook.com/OvertonBiodiversitySociety): Page with 13 fans (likes) / Posts less than once a month / Events: 3 events from 2015 / Photos: 5 since 2014
* [Friends of Loddon Vale Parks](https://www.facebook.com/pages/Friends-of-Loddon-Vale-Parks/779494515467853?sk=likes&ref=page_internal): Page with 11 fans (likes) / Posts once a month / Events: No forthcoming events. One past event. / Photos:4 since 2015

Time since joining Facebook as well as size of town or region the group covers will of course play a part in the size of their network, but quality and frequency of posting is key. We should encourage more member groups to become active and/or increase their activity on Facebook eventually.

* We will need to establish **guidelines** as to what posting/publishing/commenting behaviour on behalf of NB and on the NB page is appropriate.
* A lot can be done free of charge, but **paid advertising** may be worth considering to grow reach beyond existing network faster than through organic reach.

**Ownership & Authorship Processes**

We recommend one Facebook Volunteer to run the public NB Facebook Page in collaboration with Cathy running the NB Facebook Member Group account. We can actively cross-promote NB and member groups and share each other’s posts and content where relevant to both potential and current volunteers.

We recommend managing the NB-owned Facebook account using [Business Manager](https://business.facebook.com/) for Facebook. It is free to use and is a more secure tool for managing access to Pages (and ad accounts). It lets NB:

* Clearly see who has access to our Pages and [add or remove people](http://en-gb.facebook.com/help/742044575812155).
* Agree [different roles](http://en-gb.facebook.com/help/442345745885606) for staff/volunteers that may wish to assist the lead volunteer on this project.
* Get access to Pages and ad accounts without being friends with co-workers on Facebook first.
* Future-proof for the potential development of additional Pages managed by NB.

Responsibilities include:

* Research people and groups to connect with and identify local influencers, using the Customer Personas identified earlier as a guide.
* Organise editorial content planning at committee and member meetings
* Record decisions in content calendar and manage delivery of content on time and on budget:
  + Research and write content from scratch.
  + Commission and edit content from other authors.
  + Research internal NB content to post and member group content to share.
  + Research external content to share on related topics such as conservation / volunteering / trustees / green spaces enjoyment, DIY biodiversity tips, etc.
  + Create professional visuals in Canva for social media.
* Schedule and release content according to content calendar.
* Track engagement rates and report on success of campaigns at committee meetings and member meetings.
* Increase Facebook engagement rates:
  + Like, Share and Comment on other people’s posts regularly.
  + Engage with fans by responding to their likes and comments on our content.
  + Trial new types and formats of content posts (e.g. text, illustrations, photos, videos; practical tips, advice, news, etc.).
  + Trial increased frequency of posting (e.g. daily)

**Schedules**

**New Page**

Pre-Launch:

* Research further into our key audiences’ interests and motivations and whom they already follow on Facebook.
* Write 10 articles at least and 2 weeks’ worth of update posts upfront (if not more), to get ahead of the game and make for a coherent posting history.
* Upload photos from past events and conservation site photos to populate the page for a rich experience right from the start.
* Post 5 article links and 5-10 update posts staggered over time to populate the page.

Launch Week:

* Promote the new page to current contacts (corporate volunteer contacts, past private volunteers, member groups, friends) and invite to follow us.
* Follow other relevant organisations’ pages.
* Join groups, monitor activity and post a relevant content article or discussion topic to start as an active member.
* Follow up with daily update posts.

Post-Launch

* Post an update or share good content from other influencers at least once a day thereafter
* Promote a longer article or video at least once a month thereafter.
* As we become more familiar with the platform and establish streamlined processes and habits, we can increase the frequency.

**Existing Group**

Prep

* Research how many of NB member group’s volunteers are active on Facebook to confirm it is worth developing our Facebook Group further.

Revamp Work

* Increase variety of post formats (photos, videos, article links).
* Increase variety of post topics, for example:
  + Training news – who and when to book (e.g. BVA source)
  + Funding news – how and when to apply (e.g. BVA source)
  + Events news – how local groups can tie in (e.g. BVA source)
  + Campaigns news – how local groups can tie in (e.g. BVA source)
  + Work Party news – what, where and when (NB & groups source)
  + Volunteer Appreciation – thank you to volunteer of the month (NB & groups source)
  + Relevant sector issues with NB commentary – opinion pieces on how reports, new guidelines, etc. will affect local conservation efforts (NB source)
* Increase frequency of posting.

Re-Promote

* Re-promote revamped group to all member groups’ existing volunteers, explaining the new features and benefits.

**Success Metrics**

* Followers/Page Likes
* Post views
* Post likes
* Post comments
* Post shares
* Sentiment of comments
* Visits to the NB and member group websites and relevant landing pages
* Applications for volunteer roles
* Applications for trustee roles
* Applications for NB membership
* RSVP/Registration for events
* Etc.

**Content Plan**

We recommend following the social media best practice rule of 80/20:

* 80% engagement through original and re-shared valuable content and comments
* 20% self-promotion of pure push marketing for NB services/roles/events/campaigns, etc.

By consistently providing valuable, actionable and engaging content, we earn the right to occasionally market ourselves and invite donations (of time, skills, contacts, money, equipment, etc.).

**Content Type Ideas**

* Event and campaign invitations
* Follow-up stories from events and campaigns (celebrate success)
  + NB Events
  + Member Group Events
  + Key Conservation Sector Events (e.g. BioBlitz)
  + NB Campaigns
  + Member Group Campaigns
  + Key Conservation Sector Campaigns (e.g. [Vote for a National Bird](http://www.votenationalbird.com/))
* Photos of green spaces, animals, plants.
* How To Tips articles
* Listings (Best Places, Best Outdoor Games, etc.)
* Quizzes
* Competitions
* Reports on conservation and the third sector with comments by NB
* Information of use to our audiences about conservation, volunteering, trusteeship, group management, etc. (See overlap with LinkedIn articles plan.)

**Content Format Ideas**

* Lists
* Photos
* Illustrations
* Videos
* Podcasts
* Etc.

**Content Topic Ideas and Possible Networks**

Research likely individuals, groups and pages to network with for each key customer personas, and topics to engage with them, such as for example:

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| **Possible Segments** | **Content Ideas** | **Possible networks to connect with on FB** |
| NB Member Groups | Re-share quality conservation sector articles from conservation/third sector influencers with a short, insightful NB comment, e.g.:   * Conservation News (e.g. February 2015 [article about green spaces in Basingstoke](http://www.observergroup.co.uk/green-space-fight-continues)) * Voluntary Sector News * Conservation Sector Reports * Voluntary Sector Reports (e.g. “Decision Time: Will the voluntary sector embrace the age of opportunity?” - <http://voluntarysectorageing.org/>) * Etc. |  |
| Awareness Promoters | News stories on conservation to write or comment on | * e.g. [Gazette](https://www.facebook.com/basingstokegazette), [The Breeze](https://www.facebook.com/tuneinfeelgood) |
| Volunteer Promoters | * Skills-based volunteering topics   + Conservation   + Web Design   + Design   + Marketing   + Fundraising   + Campaigning and Influencing * Micro-volunteering (e.g. Only have an hour? Design us a poster. / Only have a minute? Just share our news.) * Private Volunteering Case Studies from volunteer and charity or service user’s side * Re-share Conservation Volunteer Role of the month from Do-It or our website * Etc. | * Volunteer Centres (e.g. [BVA Volunteer Centre](https://www.facebook.com/basingstokevc)) * (Local) companies with green credentials and conservation projects or related hobbies relevance (e.g. [Ecover](https://www.facebook.com/EcoverUK), [Axminster Tools and Machinery Basingstoke](https://www.facebook.com/atcbasingstoke?ref=stream)) |
| Ecologists and Conservationists | * DIY Conservation & Biodiversity Tips * Bee Hotels * Hedgehog Hotels and Tunnels * Insect Hotels * Bird Houses * Bird Feeding Tables * Bird Baths * Composting * Garden Design * Time to plant / harvest / trim xyz (monthly feature) * How to collect and store seeds for next year * Rules about collecting seeds from the wild * Walks and Talks * Etc. | * Local/regional related organisations (e.g. [RSPB South West](https://www.facebook.com/RSPBSW) / [Hampshire and Isle of Wight Wildlife Trust](https://www.facebook.com/HampshireandIsleofWightWildlifeTrust) / [Surrey Wildlife Trust](https://www.facebook.com/surreywt)) * Colleges and Universities nearby with Conservation degrees ( e.g. [Sparsholt College](http://www.sparsholt.ac.uk/?s=conservation) [Sparsholt College FB](https://www.facebook.com/SparsholtCollege) / [University of Reading](http://discover.reading.ac.uk/Study/ecology-and-wildlife-conservation-ug) [University of Reading FB](https://www.facebook.com/theuniversityofreading) / [Guildford College Merrist Wood](http://www.merristwood.ac.uk/CourseInformation/DegreeLevelCourseDetails.aspx/727000014951196/Animal%20Management) [Guildford College Merrist Wood FB](https://www.facebook.com/OfficialMerristWood)) * Relevant political parties and organisations (e.g. Green Party, Greenpeace) * Natural History Museum * Wildlife Photographer of the Year * National Geographic |
| Fauna Enthusiasts | * Animals to look out for (monthly animal feature) * Species spotting on site and in own gardens * Photographic Competitions * Species Count Events * DIY Conservation & Biodiversity Tips, e.g. * Bee Hotels * Hedgehog Hotels and Tunnels * Insect Hotels * Bird Houses * Bird Feeding Tables * Bird Baths * Etc. * Nature walks and talks * Etc. | * Natural History Museum * Animal Fan Groups * Wildlife Photographer of the Year * National Geographic |
| Flora Enthusiasts | * Plants to look out for (monthly plant feature) * Photographic Competitions * Nature walks and talks * Etc. | * Natural History Museum * Plant Fan Groups * Wildlife Photographer of the Year * National Geographic |
| Gardeners | * Time to plant / harvest / trim xyz (monthly plant feature) * How to collect and store seeds for next year * Rules about collecting seeds from the wild * Composting * Garden Design * Seed collection parties * Etc. | * (Local) companies supporting related hobbies (e.g. Garden Centres, Plant Nurseries) |
| Woodsmen and women | * Different woods and their properties * Different woods and their traditional uses * Coppicing tips * Coppicing work parties * Etc. |  |
| Owners of wood-burning stoves | * Drying times of woods * Storage tips for wood * Wood on offer from clearing sites * Clearing work parties * Etc. |  |
| Woodcarvers | * Different woods and their properties * Different woods and their traditional uses * Wood on offer from clearing sites * Clearing work parties * Etc. | * Clubs (e.g. [Hampshire Woodturners Association](http://hants-woodturners-hwa.co.uk/links/) & list of other organisations / [The Surrey Association of Woodturners](http://sawoodturners.org/index.php)) * (Local) companies supporting related hobbies (e.g. [Axminster Tools and Machinery Basingstoke](https://www.facebook.com/atcbasingstoke?ref=stream)) |
| Basket Makers | * Different reeds and their properties * Different reeds and their traditional uses * Reeds on offer from clearing sites * Clearing work parties * Etc. | * (Local) companies supporting related hobbies (e.g. Hobbycraft) |
| Photographers | * Different landscapes * Different animals on sites * Different plants on sites * Seasonal Changes * Competitions * Etc. | * Clubs (e.g. [Basingstoke Camera Club](http://www.basingstokecameraclub.co.uk/)) * (Local) companies supporting related hobbies (e.g. Jessops) * Wildlife Photographer of the Year * National Geographic |
| Painters  Sculptors | * Different landscapes * Different animals on sites * Different plants on sites * Seasonal Changes * Competitions * Etc. | * (Local) companies supporting related hobbies (e.g. Hobbycraft) |
| Scouts & Guides | * Volunteering Events * Campaigns Invites * Event Invites * Etc. | * Scouts & Guides Clubs |
| School Natural Science Classes | * Events * Etc. | * Schools with relevant natural science projects |
| Sports Enthusiasts | * Outdoor Gym Info * Walks Maps * Running paths info * Cycling Paths info * Etc. | * Sports Enthusiasts and Professionals (e.g. Relevant winners of the [Basingstoke Sports Awards 2015](http://www.basingstoke.gov.uk/sportsawards)) |
| Dog Walkers | * Dog-friendly sites * Dog sports to try outside (e.g. Frisbee, DIY agility) * Dog socialisation skills * Etc. | * Famous local families with dogs ([Haatchi and Owen](https://www.facebook.com/Haatchi)) who support good causes. |
| Families with young kids | * Great picnic sites * Great playground sites * Great outdoor activities and games for kids * Great Kite Flying sites * Great walks * Different animals on sites * Different plants on sites * Seasonal Changes * Etc. | * Successful “mummy” bloggers (e.g. [NorthHantsMum](https://northhantsmum.wordpress.com/about/) who blogs on [picnic places](https://northhantsmum.wordpress.com/2012/05/22/great-picnic-spots-near-basingstoke/), [walks](https://northhantsmum.wordpress.com/local-directory/walks-near-basingstoke/), and [local causes](https://northhantsmum.wordpress.com/2014/11/12/christmas-food-boxes-for-basingstoke-2014/) / [All Things Mum and Baby Basingstoke](https://www.facebook.com/AllThingsMumandBaby)) |
| Active Over 65s | * Walks and Talks * Work parties * Social outings * Events * Etc. | * [Over 55s Forum](http://www.bdover55sforum.btck.co.uk/) (reach out offline if not on FB) |