

# Increasing Community Engagement

South Tipperary Development CLG

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# Agenda - <http://bit.ly/2yDjFLM>

- Elements of a professional looking newsletter or mailshot
- Enabling people to 'opt in' to a newsletter
- Obtaining content for a community focused newsletter
- Engaging a team of community supporters to raise funds for the organisation
- Attracting, managing and retaining volunteers

# Newsletters

- A primary communications tool for voluntary groups
- Simple format: Word doc layout
- Professional format: MailChimp

# Generating Newsletter Content

## Quick Questions?

- What messages do you want to get out about your organisation? What impression do you want to make?
- What content will reinforce the messages and create that impression?
- Who can help provide that content?
- What content development schedule do you follow?

# Generating Newsletter Content

## Quick Questions?

- What is the purpose of the newsletter? Who is the target audience?
- What actions do you want the target audience to take?
- How will you build your mailing list? 'Opt In' opportunities
- What size should the newsletter be?
- Who will compile and edit content? Community Contributors

# Generating Newsletter Content

## Content Ideas:

- Group events, news and happenings
- Recognising volunteers and staff
- News from the community and other groups
- Special interest articles, puzzles, quizzes, colouring for kids
- Promotional inserts

# Developing a Newsletter Using MailChimp

- Using the online resource on Buildfutureskills to get started
- MailChimp is a great resource for mobile responsive newsletters
- Use 'drag and drop' templates, upload images and copy and paste text. Consider your brand messages, headlines, images, video and click-throughs to your website or social media (CTA)

# Developing a Newsletter Using MailChimp

Why is MailChimp helpful?

- You can build an emailing list to send emails and newsletters
- You can generate reports: how many emails were delivered, bounce rates, who opened the email, how many times they opened it, what links were clicked and how often, unsubscribes
- Provides excellent tracking information!



# Building a Community of Supporters

Fundraising is hard work. It makes sense to build a team!  
Could online fundraising platforms help?

## GoFundMe

- <https://www.gofundme.com/mvc.php?route=search&term=Dublin&country=IE>

## iDonate

- <https://www.idonate.ie/search-fundraiser.html>



# Building a Community of Supporters

- Stakeholder Engagement and relationship building: donors, funders, community, event participants
- Who are the opinion leaders you need to get 'on board'? Who will act as your 'ambassadors'?
- How will you keep donors and supporters updated and engaged?
- How visible are you to donors and supporters?
- How will you handle any criticisms of your work?

# Volunteers

## What really motivates a volunteer?

- Altruism?
- Sense of responsibility to the Community or Cause?
- Need to feel a part of the Community or Group?
- Enjoyment – social interactions associated with a role?
- Response to a request?

# Volunteers

## **Recruiting Volunteers**

- Need to be pitched with a message they can believe and have appropriate induction to the group

## **Retaining and Managing Volunteers**

- Need to be professionally managed and motivated. Set targets and celebrate successes. Pre-empt problems!

# Next Steps

- How can your group increase levels of engagement with the Community?

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