

Marketing and Promotion for Friends Groups

Urban Bushland Council

Building Community Capacity to Care for Urban Bushland 2022/23



natural resource
management program



Groups need to compete for attention

- People are increasingly time poor and are saturated with things to do.
- Your group activities need to provide a few needs at one time for people – ie weeding is active, social and contributes to the greater good and being in nature is good for your mental health – sell these points
- Messages need to be short and sharp
- Posters and images need to be beautiful and appealing

Promotion is defined as persuasive communications implemented in a way that prompt the target audience to take action (Lee & Kotler, 2016).

In the context of volunteering, promotion refers to the way in which volunteering (in general) and available volunteering opportunities (more specifically) are communicated to the general population and/or specific target audiences.

Within this, numerous decisions have to be made, including the type of message to communicate, how to communicate it and which communication channels to use.

Generally, the messages communicated regarding a volunteer offering should align with the key motivations and benefits of potential volunteers, as identified through market analysis.

Previous research has demonstrated that people have more positive reactions to volunteering advertisements when they include messages that match their personal motivations for volunteering, as compared to advertisements with messages that do not match their motivations (Clary et al., 1994).

The objective is to communicate messages so they are meaningful to the target audience and motivate them to take action.

The nature of groups

- Groups are self-organising entities often comprising of passionate, educated professionals often with a love of the outdoors and nature, who have the means and time to volunteer on an ongoing basis. They have the capability to develop a vision for what they want for their patch and a plan to get there. Some Groups contain individuals with extra ordinary scientific expertise that are not easily replaced.
- Groups generally comprise of retired or semi-retired people that live near their patch.
- Volunteering rates in Australia have been shown to vary according to socioeconomic status, with people in lower groups less likely to volunteer than those in higher socioeconomic brackets (23% in the lowest income bracket, compared to 39% in the highest; Australian Bureau of Statistics, 2015).

Motivations to volunteer

Table 1 Summary of the six functions in the Volunteer Functions Inventory (VFI, Clary et al., 1998)

Function	Description	Examples
1. Values	To express values related to altruistic and humanitarian concerns	'I feel it is important to help others' 'I can do something for a cause that is important to me'
2. Understanding	To learn new things and utilise existing knowledge and skills	'Volunteering allows me to gain a new perspective on things' 'I can learn how to deal with a variety of people'
3. Social	To engage with friends or do something perceived positively by others	'My friends volunteer' 'People I'm close to want me to volunteer'
4. Career	To achieve benefits related to a job or career	'Volunteering experience will look good on my resume' 'I can make new contacts that might help my business or career'
5. Protective	To avoid negative aspects of one's own life	'Volunteering is a good escape from my own troubles' 'By volunteering I feel less lonely'
6. Enhancement	To achieve a positive sense of one's own self	'Volunteering makes me feel needed' 'Volunteering makes me feel better about myself'

Episodic volunteers

- Many people want to attend short-term, discrete or 'one-off' volunteering opportunities called 'episodic volunteering' (Dunn et al., 2016 in NSW)
- Overall, episodic volunteers perceived volunteering as a reciprocal relationship between themselves and the organisation, and were more attached to the cause itself, rather than a desire to assist the organisation in the long term. Flexibility in volunteer programs was again recommended, in order to encourage volunteering from a more diverse demographic (Holmes, 2014).

Promotion Methods

- Word of mouth – still the most effective way people come to volunteer
- Mailbox drops – this still works, make your flyer like a personal invitation
- Notice boards – local people read local noticeboards
- Online platforms – Facebook, Local council events platforms – these create broad outreach
- Radio/newspaper – if you can get them to host you, they can help you get the message out there
- Approach community groups and organisations – leg work and the personal approach works!

Different age groups

- “Targeting people who are younger: create messages related to career enhancement, altruism, socialising and adventure/fun; flexible options in terms of time commitment and low costs of involvement; communications through online and social media channels.
- Targeting people who are older: create messages related to utilising skills, helping future generations and socialising; create volunteer opportunities that match with established skills; recognise there are different types of segments within the older population (for example, regular volunteers, grey nomads)
- Targeting people who are unemployed and people with disabilities: focus on gaining skills leading to employment; offer mentoring/training to address potential lack of confidence; provide flexible opportunities and roles.
- Targeting episodic volunteers: messages focusing on doing something worthwhile and the cause being supported; offer flexible roles so level of involvement can be controlled; particularly suited to event-based roles; communications through mainstream media channels”
- Reference: Recruitment and retention of volunteers a literature review nswgovau

Generation Z – 1995 -2012

- Motivated by job variety and creativity
- Innovation and empowerment are important
- Consensus leadership style
- Like being recognised for their efforts and being part of a team
- Independent, learn fast
- Curious and driven
- Develop relationships and mentorships

Generation Y – 1978 to 1994 - Millennials

- Promote the cause/mission
- Interests of the community rather than individual
- Promote collaboration team spirit and diversity
- Give them multiple options to get involved that are challenging and exciting
- Taught their opinion is valid from an early age and will travel and move around a lot
- Opportunities to be innovative
- Engage them quickly and be FLEXIBLE
- Clearly define tasks and expectations
- Good with tech and teams
- Allow them to ask questions and challenge assumptions

Generation X – 1964 to 1977

- Make it local not global
 - Talk about results and what can be achieved
 - Encourage flexibility, creativity and freedom
 - Identify what they will learn and gain
 - Independent, resourceful and self sufficient
-
- Need meaningful assignments
 - Respect their skills and opinions and preferences
 - Socialising, fun and celebrations
 - Tight, brief, efficient meetings
 - Recognise individual contributions

Boomers – 1946 to 1964

- Not volunteers but activists working to affect change
- Contact through peers
- Flexible opportunities
- Volunteering with family opportunities
- Time stretched and still working and looking after grandchildren

Make it appealing

Volunteers needed – We urgently need volunteers to help at our next weeding event

Or

Bushland Blitz – Can you give us 2 hours of your time to help us remove weeds around our newly planting seedlings so they grow fast and strong. Bring the kids! Homemade morning tea provided!

Make it appealing – which one got more responses?



Volunteers Needed!

**Clean Up Australia Day event
12 March 2023
9am - 11am**

Join the nation's biggest community based event and help clean up at Cottonwood Bushland Reserve.

There are no toilet facilities at this site

Rubbish bags, water, snacks and gloves will be provided. Meet at the noticeboard on Broadcast Drive.

Register for the event here!

This event is supported by funding from the Western Australian Government's State NRM Program

The flyer features a green header with the text 'Volunteers Needed!' in white. Below is a yellow section with event details and a photograph of people at the event. The bottom is a white section with logos and funding information.



2 hours to help our Bushland

**Clean Up Australia Day event
12 March 2023
9am - 11am**

Can you give us 2 hours of your time to help us pull out woody weeds and collect rubbish? Bring the kids and make a family morning of it.

There are no toilet facilities at this site

Rubbish bags, water, snacks and gloves will be provided. Meet at the noticeboard on Broadcast Drive.

Register for the event here!

This event is supported by funding from the Western Australian Government's State NRM Program

The revised flyer features a green header with the text '2 hours to help our Bushland' in white. Below is a yellow section with event details, a photograph of people, and a QR code. The bottom is a white section with logos and funding information.

Make it appealing

Treasurer needed

Or

Make a difference to Bushland behind the scenes – Join our friendly team working to conserve *TreeGreen Bushland* a few hours a week. If you are great with numbers and organisation you are perfect for the job.

Make it appealing

Reference; Recruiting and Retaining Volunteers VWA 2019

MURDER BURGER NEEDS MORE MEAT

We're in need of some more people to work shifts in Murder Burger.

Basically the job involves talking up, taking money off people and not pissing anyone off. Which as an aside, is interesting the asshole at 24000000 street town.

Unlike our esteemed political leaders there are no taxpayer funded perks to go with the job. We won't pay your rent, clean your house or fly you all over the world for free. However we will send over backwards to try and make your shifts work around whatever else you happen to have going on in your life.

You'll be teased and mocked after by Meat, who is rich, Garg, who is Indian, and Tony who can't be reached on the phone ever even if there is something really important you need to talk to him about.

So if you're looking for a challenge (whatever that means), are an enthusiastic self starter (whatever that means) and can hold up an time then send an email to gary@murderburger.co.uk

In other news, today I learnt that bills always turn left when exiting a cave.



ARE YOU THE ONE?



We are looking for
Sales Superheroes
who can sell literally anything!

Preferred superhero power:
Long flexible tongue!

If you are the one, talk to us at
john@wowmakers.com

Make it appealing – different things appeal to different people!



Volunteers Needed

Friends of Wireless Hill are currently looking for new members and volunteers!

ROLES:

- Bushcare and weeding
- Grant writing
- Events
- Promotion & social media
- Accounting

If you or someone you know would like to join. Get in touch.

JOIN US
Graham - 0417174 053
www.friendsofwirelesshill.org


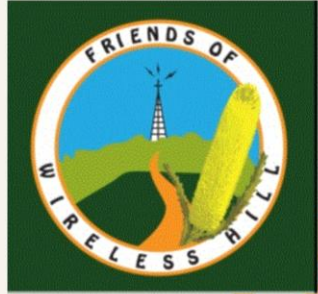


The ones who are *crazy* enough to think they can change the world, are the ones who do.

Join Friends of Wireless Hill today!

WWW.FRIENDSOFWIRELESSHILL.ORG
FACEBOOK
GRAHAM -0417174053

Join up



The world will be a better place with your help.
www.friendsofwirelesshill.org

Free Canva posters – easy and free!



Friends of Cottonwood Bushland Reserve

To find out about our activities visit our webpage;

www.bushlandperth.org.au

If you see anything out of place at the reserve please contact;

(08) 9205855

Scan this code to open our Facebook group!

We need your help to look after our precious bushland, there are lots of ways to get involved.

This poster is supported by funding from the Western Australian Government's State NRM Program



Bushfood tasting with Dale Tilbrook

Meet at the noticeboard

Sunday 22nd January 2023
9am to 11am
Cottonwood Bushland Reserve, Broadcast Drive

Register online via the QR code or under 'events' at www.bushlandperth.org.au

This event is free and has limited places

This event is supported by funding from the Western Australian Government's State NRM Program



Smart phone photography at Triggy Bushland with Sophie Xiang

13th and 16th April, 2023
9am to 11am *Free event*

Meet at Kevin Langdon Reserve near St Mary's Anglican Girls' School

Do one session or both

Register online via the QR code

Please bring your smart phone, drinking water, wear walking shoes and sun protective clothing

This event is supported by funding from the Western Australian Government's State NRM Program

Canva



Design made
easy, and free.

Create amazing visual content with no design experience. Start by yourself, or invite others to collaborate.

Start designing Browse templates



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Canva Free

Canva is for everyone looking to create visual content easily. Design for any kind of project on your own or with your peers. No experience needed.

You've visited this page many times. Last visit: 12/04/23

Canva
https://www.canva.com > pro



Poster

The image shows the Canva website interface. On the left is a navigation sidebar with the following items: 'Try Canva Pro', 'Home', 'Projects', 'Templates', 'Brand Hub', and 'Apps'. The main header area features a search bar with the text 'Search your content or Canva's' and a row of icons for 'For you', 'Docs', 'Whiteboards', 'Presentations', 'Social media', 'Videos', 'Print products', 'Websites', and 'More'. Below the header is a section titled 'You might want to try...' which displays a row of design templates: 'Doc', 'Whiteboard', 'Infographic', 'Poster', 'A4 Document', 'Presentation (16:9)', 'Graph', and 'Facebook Pc'. A large blue arrow points to the 'Poster' template. At the bottom of the page, there is a horizontal line with the text 'Open each gift to discover a new feature' and a small gift icon.

Choose template

The image shows the Canva design tool interface. At the top, there is a navigation bar with options like Home, File, Resize, and a search bar. The main workspace displays a poster template titled "Explore THE WORLD". The poster features a scenic landscape with mountains and a lake, and text that reads "Explore THE WORLD" in a large, green, cursive font. Below the title, it says "LARANA TRAVEL AGENCY ORGANIZE YOUR TRIPS ONLY WITH US!". The poster lists three types of tours: Hiking Tours, Kayaking Tours, and Cycling Tours, each with a brief description and a small image. At the bottom of the poster, there is contact information: a phone number (+123-456-7890), an email address (hello@reallygreatsite.com), and a location (123 Anywhere St., Any City). The interface also shows a sidebar with various design tools and a search bar for poster templates.

Home File Resize Untitled design - Poster Try Canva Pro JR + Print Posters Share

Search Poster templates

Templates Styles

Easter Food Birthday Blue Gree

Recently used See all

Explore THE WORLD WILDFLOWERS

HOW TO GET OUTSIDE MORE EACH DAY! SIMPLE TIPS

Easy To Do Eco-Lifestyle Daily Tips

DISCOVER SOUTH

Explore THE WORLD

LARANA TRAVEL AGENCY ORGANIZE YOUR TRIPS ONLY WITH US!

Hiking Tours
There are various hiking trails in famous mountains around the world together with our travel service, you will be assisted by experienced guides.

Kayaking Tours
Kayaking can be a very thrilling activity, so we provide experienced guides and kayaking access on famous rivers in various places.

Cycling Tours
With the latest models of bicycles and access to many famous bicycle routes around the world, we are ready to satisfy your cycling activities.

+123-456-7890 hello@reallygreatsite.com 123 Anywhere St., Any City

+ Add page

Edit and create using side bar and uploaded photos

The image shows a screenshot of the Canva design tool interface. The top navigation bar includes 'Home', 'File', 'Resize', and 'Animate' options. The main workspace displays a flyer template for a photography workshop. The flyer features a header image of people in a field, followed by the text: 'Smart phone photography at Triggy Bushland with Sophie Xiang', '13th and 16th April, 2023 9am to 11am Free event', 'Meet at Kevin Langdon Reserve near St Mary's Anglican Girls' School', 'Do one session or both', 'Register online via the QR code', and 'Please bring your smart phone, drinking water, wear walking shoes and sun protective clothing'. The footer includes logos for 'Triggy Bushland' and 'NRM Management Program'.

On the left side, a dark sidebar contains various editing tools and options. A blue arrow points to the 'Uploads' section. The sidebar also includes sections for 'Templates' (with filters for Easter, Spring, Birthday, Food, etc.), 'Recently used' (showing 'Spring Festival' and 'kids summer camp'), and 'All results' (showing 'Food Drive', 'GRAND OPENING', 'ECO FASHION EVENT', and 'Be the').

Download finished poster

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