

Promote your Club



Workshop - 7th February 2022

Workshop Aims

During this session we aim to provide help and guidance on:

- Importance of promoting your club
- What to advertise and when
- Different media channels
- Photography

We aim to encourage discussion to facilitate learning from each other



Importance of Promotion



- Attract visitors and new members – especially younger generations
- Keep the club going – clubs with aging demographic are closing
- Keep the club financially viable. More visitors/members = more money
- Don't be put off. You don't have to do everything – do what you can!

Media Channels

- Websites – NAFAS, BB&O, own club, community websites
- Printed material – fliers, cards, magazines
- Social Media
- Local press, radio and TV
- Newsletters – electronic and printed
- Word of mouth



What/when/where to advertise



- **Club details** (where/when club meets, subs etc)

BB&O and NAFAS websites – submit info via [Club Record Form](#)

- **Club programme** (for the year – update when appropriate)

BB&O website – email to media@bbandoflowers.org.uk

- **Next meeting**

1-2 weeks before meeting on social media, printed material in local venues

- **Special events**

4-6 weeks beforehand on websites, newsletters, social media, local community websites, printed material in local shops, garden centres etc

Websites

- BB&O website bbandoflowers.org.uk
- NAFAS website nafas.org.uk – summary info only
- Local community websites, eg whatsonreading.com
- Your own club website – Guidelines on how to set one up on [Admin/Media Officers](#)
 - Design it round what the reader wants to know. No jargon
 - Make it attractive
 - Keep it simple
 - Keep it up to date



Printed Publicity Material



- General club fliers/cards and specific event fliers
- Display at events, local libraries, doctor surgeries, florists etc
- Guidelines on [Admin/Media Officers](#)
 - Heading/who you are at the top - make it about flowers
 - Include simple, striking image - but beware of picking up images from the web which may be copyrighted
 - What, where, when, contact details etc
 - Text: large enough to read; good colour/background contrast; not too many fonts

Design and Print

- Free, easy to use templates on postermywall.com
- helloprint.co.uk - templates/design service available
 - Quality printing and good service
 - Easy to use costing/ordering via their website
 - Example: 1000 A5 double-sided fliers for <£40 – with own design
 - Contact media@bbandoflowers.org.uk if you intend to use them as there may be promotional offers for new introductions



Social Media



- Facebook, Pinterest, Twitter, Instagram, Snapchat, TikTok etc
- ‘Of the moment’ publicity, eg next meeting, what’s just happened
- Best way to reach out to younger generation
- Keep posting
- Like and share
- Guidelines on setting up social media on [Admin/Media Officers](#)

Facebook



- Search for ‘BBandO Flower Clubs’
- Request to be a member – To avoid unwanted uploads
- See what we are doing in the area
- Be inspired by people’s work - we share photos from workshops etc
- Share your own work and/or publicise your club events
- Receive advice or encouragement from others

Guidelines on setting up a Facebook page on [Admin/Media Officers](#)

Club Newsletters



- On paper or via email (PDF attachment)
- Make them easy to read: – short sentences, don't waffle
- Clear heading, eg Cotswold Flower Club Newsletter – Jan 2022

Not just 'Newsletter' – lots of newsletters around

- Include dates, links to websites, social media etc. Ask if you need help on adding links
- Include images to make them more interesting

Data Protection



- No personal details on publicity material without owner's permission
- Email addresses on BB&O website are normally the generic address which forwards to nominated individuals. If you want other details the individual must complete a [Data Protection Agreement Form](#)
- Use BCC (Blind Copy) in email addresses

Publishing Photos

- Demonstration/Workshop designs belong to the owner so they may not want photos on social media. Communicate with them
 - Ask permission and credit the designer
 - Close-up photos useful to avoid publishing a complete design
 - Make appropriate announcement to audience –personal use only
- Beware of publicising photos of people - ask their permission. Must get written permission from parents if children involved
- Designs at shows/festivals are public – anyone can photo them



Taking good Photos

- Make photos attractive:
 - Good lighting
 - Uncluttered background
 - Well-balanced

Useful tips on [Admin/Media Officers](#) page



'How to' Guides on Website



The [Admin/Media Officers](#) page has helpful guides:

- How to produce quality printed publicity material
- How to set up a Wordpress website
- How to set up a Twitter page
- How to set up a Facebook page
- How to set up Pinterest
- How to make use of WhatsApp
- How to take good photos

BB&O News Service



- [News Service](#) is replacement for Focal Points – aimed at all members, visitors and anyone interested in BB&O activities. Many non-BB&O subscribers
- Encourage all members, visitors and friends to register by [sending this link News Service Registration Form](#)
- Consider helping members/visitors at club meetings to register via phone, ipad etc
- It is FREE

National Flower Arranging Day



- National initiative on 1st Friday in May – this year on 6th May
- Doesn't have to be just this day – make the most of the week
- Put displays outside your home, club, in local venues etc
- NAFAS designing a card
- Include your club flier/card – make sure they won't get wet!
- Publicise on social media, local press etc

WhatsApp

- Effective communication tool for small groups, eg committees or teams to plan meetings
- Useful for sending reminders of meetings
- Group tool so less useful as publicity medium
- Best to set rules, eg no bombarding with ‘Congratulations’ messages
- Use the Broadcast facility to send messages to groups (eg club members) without them being able to see each other

Help available on [Admin/Media Officers](#)



Questions and Follow-up

- All [Area Officers](#) here to help

