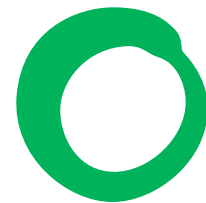


# How to: raise your local profile



**Friends of  
the Earth**

Raising the profile of your local group means you are more visible in your area and more meaningful to your community. We're starting a series of Pull-outs to help you with your local profile, and this one focuses on materials to get you noticed locally. We've updated the recruitment tools that local groups can use and other materials to help you look like a professional team. Local Activism Co-ordinator, Raoul Bhambral, explores how to make the best use of these

## What's meant by profile?

Your profile is the way you are perceived by others, whether through face-to-face contact, talking on the phone or through something they've seen or read. This perception depends on how well you plan to make contact with people, how you present yourself when you do, and how you maintain a good impression in subsequent contacts.

Recent research for Friends of the Earth uncovered certain public perceptions about us that painted an outdated and inaccurate picture of who we are today. These perceptions didn't represent the work that we actually do, and the successful results we get. Nor were those successes always associated with us. We have a job to do in terms of raising our profile so that people know who we are and what we do.

We've been working to develop and produce images and communications that will help us be perceived differently. We want to be seen as:

**Modern – Relevant – Inspiring and involving –  
Passionate about people – Warm – Friendly**

Re-shaping how we are seen gives us an opportunity to talk about our values as an organisation.

**We inspire people to get involved in the solutions. We have insight into how those solutions help people. We're influential at lots of levels and in lots of ways. We're independent and credible. Let's tell people this.**

## Why is it important?

Once people know what our values are, we'll become more meaningful to them. Your profile will let people know you're out there so they can support you. Whatever your group communicates to people ultimately contributes to your profile. Leaving people with a good perception of you will be of huge benefit to your group. It can help give your campaigns leverage, let decision-makers know that you are a credible source of information and, crucially, attract new people to the group.

Having things to signpost around your community, like posters, helps you target certain audiences. We've produced a new recruitment poster, a leaflet, and a poster for you to advertise your meetings or events. And once you've recruited new members, you'll want to keep them, so why not send them a nice welcome pack with interesting local information?

**Free materials to:**

**get yourself noticed**

**inspire people**

**get them involved**

## Building your profile takes time, so don't try and do everything at once. Every time you plan a new activity or campaign, think about how you're going to raise your profile around that campaign, and tailor your materials accordingly

In order to make the best use of the new materials why not sit down as a group and go through the stages below to make sure you have everything covered:

- **Preparation:** Think carefully about it beforehand – preparation is key. What is it you're trying to do? Do you have the materials to do it? Which materials are you going to use? Once you've ordered them who will they be delivered to?
- **Plan your communications:** Who are you trying to reach? What is the one thing you want them to remember? How will you say this in a positive and engaging way? If you want to inspire young mothers around a local solution, what's the best way to reach them? Put yourself in their shoes.
- **Writing and production:** Who in your group is best placed to write the materials. This may be one person or a small team. Do you have access to the web to download any necessary templates? Do you have access to a printer or photocopier?
- **Distribution tactics:** How will you get the right message to the right people? Where are they? Does someone in your group have better access to them? Do you have people in the group who can get your materials out there? You may need a small team of people responsible for different tools.
- **Maintenance:** How will you monitor when the materials are running low? Why not put a contact sticker on the back of the leaflet dispensers, so that the shop keeper or librarian can get in touch when they need more? Do you need to update your communication? Maybe the campaign has moved on, or if no-one has shown interest, maybe you need to speak to your audience in a different way?

## Tools to get new people on board

### Recruitment leaflet

A newly designed resource available to groups is the recruitment leaflet. Try and place this where people spend spare time, like in adult education centres, libraries, gyms and health centres. The sample language on the template is warm, friendly and approachable without overwhelming people with too much information.

You might want to think about tailoring the leaflet for different purposes. For instance, a leaflet on a stall, once you've already engaged with someone might need different text to a leaflet picked up in a shop. You can also tailor it to recruit members around a key local or national issue. We'll be producing leaflet dispensers for a professional touch too.

Think carefully about your wording on these materials. Make sure they leave people with the perception you want them to have. Do you think the wording explains what your values are? Does it focus on the solutions and inspire people to act?



### Recruitment poster

Also available is a new recruitment poster, in A3 and A4. You can use this for information about your local group meetings and it can have the contact details of someone in your group on it. This could live in the same place for a long time. Use the online templates, or simply stick on a label for people to contact you.

All templates can be downloaded from <http://community.foe.co.uk/publicity/> section. There are templates for the recruitment leaflet and posters. There are also templates for items to put in a welcome pack for new members. Some of these have sample text to give you an idea of the language to use.

### Events poster

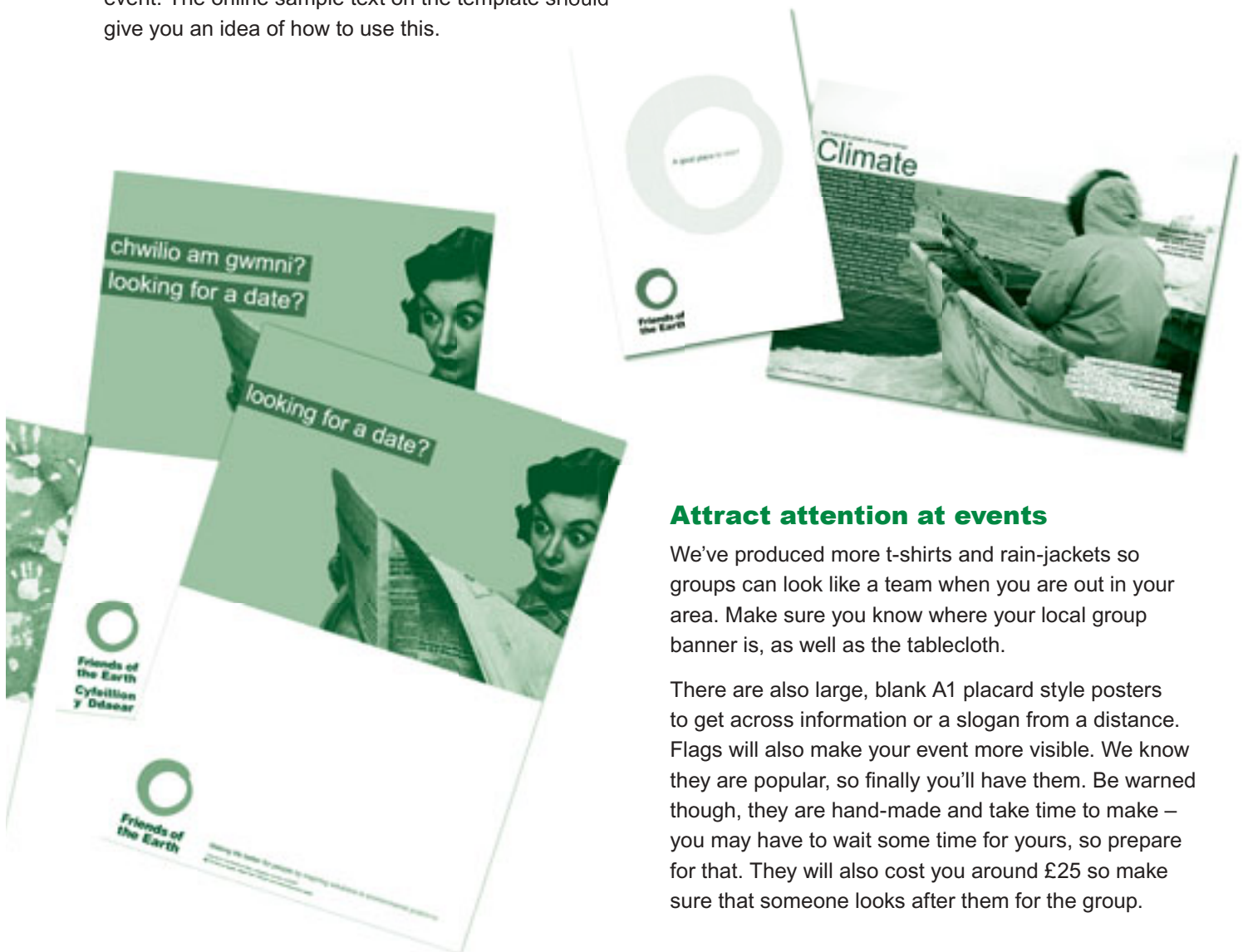
We've created a poster which local groups can use to draw attention to your events. Whether you're holding a public meeting or regularly attend a farmers' market, use this poster to invite people along. It is likely that these will have a shorter lifespan, unless it's a regular event. The online sample text on the template should give you an idea of how to use this.

### Keep hold of interested people

Not everyone you meet will be willing to join your group straight away, but they may still be interested in your work. To keep that interest, why not give them our new flagship brochure? This gives people the option of getting involved in easier, quicker ways, by getting more information, taking quick and easy actions through Campaign Express or by giving us money.

**Make sure you have tucked your own recruitment leaflet inside the brochure.**

All local groups have people on their lists they don't hear from. They must have been keen at some point, so why not try and re-invigorate them by sending the flagship brochure to remind them of who we are. Or a welcome-again pack, with the brochure and your latest newsletter (there is an online template and new guidance on using these) in a nice white folder. You could also include an 'upcoming events' list and invite them along.



### Attract attention at events

We've produced more t-shirts and rain-jackets so groups can look like a team when you are out in your area. Make sure you know where your local group banner is, as well as the tablecloth.

There are also large, blank A1 placard style posters to get across information or a slogan from a distance. Flags will also make your event more visible. We know they are popular, so finally you'll have them. Be warned though, they are hand-made and take time to make – you may have to wait some time for yours, so prepare for that. They will also cost you around £25 so make sure that someone looks after them for the group.

## Ordering your pack

All these materials will be ready for dispatch from March. We've put together a start-up Profile pack of all the free materials, which will probably arrive in boxes and a poster roll. This contains:

**100 recruitment leaflets**

**5 leaflet dispensers**

**10 A4 recruitment posters**

**5 A3 recruitment posters**

**5 A1 placard posters**

**25 Friends of the Earth folders**

**25 new flagship brochures**

**10 events posters**

### Don't forget

The cloth resources should be ordered separately. New groups are entitled to four free t-shirts and rain jackets each. Extras need to be paid for. Groups are given one free banner and tablecloth. The flags will cost about £25 each and you may be put on a waiting list. Download the order form at <http://www.foe.co.uk/publicity/>

Email Sam Faulder and Steve Cain on Pubs\_despatch@foe.co.uk or phone 020 7490 2555 to order your groups Profile pack or other items. You can also write to Sam and Steve at the address below.

Supporter Services Unit  
Friends of the Earth  
56-58 Alma St  
Luton  
LU1 2PH

## Templates and resources

The Community website offers a range of templates that your group might want to use for faxes, letterheads, logos, newsletters, press releases and a welcome pack for new members with covering letters and local information sheets.

<http://community.foe.co.uk/publicity/>

You will be able to view these online and adapt them as you please for your own purposes.



## Other resources

More information on raising your profile, and the connections between this and people and actions can be found in the Local Groups Handbook, which will be available in 2007.

You could also refer back to some previous Pull-outs which may help further.

[http://community.foe.co.uk/resource/how\\_tos/](http://community.foe.co.uk/resource/how_tos/)

- Get your letter in the paper
- Get your message across
- Run a kickass stall
- Reach target audiences
- Campaign strategise

If you don't have online access contact the Activist Information Officer on 020 7566 1677 or [localgroups@foe.co.uk](mailto:localgroups@foe.co.uk) for printouts to be sent to you.