



Create a promotions strategy

Use this three stage process to decide on your approach. It works best if you do this in a group. It's helpful to use a flipchart to capture people's ideas.

1. Who are you trying to attract to be a trustee?

You have drawn up a person specification – so you have a good idea of your ideal candidate. Now focus on the most important aspects. Ask group members to suggest three of the key words from the person spec. Once you have the suggestions highlight those that come up most often and use them when you write or talk about the vacancy.

For example you may end up with 'someone who lives locally who is interested in the environment and knows about finance'.

2. Have a brainstorm: think of all the different ways you could make contact with the kind of person you have described above.

Call out ideas, as many as you can think of. It doesn't matter how wacky some of the ideas seem – the more creative the better. Keep going till you run out of steam.

For example:

- *chat to local allotment holders*
- *post a card at the local garden centre*
- *see if there is an environment class at the local FE college – ask if the lecturer will make an announcement*
- *contact local accountants*
- *contact the local Rotary or Lions' Club*
- *contact the local volunteer bureau*
- *put a notice in the local pub*

3. Now review the ideas and choose the ones that you think will work best and are feasible to do. Ask yourself:

- Have we enough resources to do this:
 - Time
 - Money
 - Energy
- Can we do it in the time available?

