ACTION DAY

HOW TO PROMOTE YOUR SOCIAL ACTION PROJECT

It is commonly said that, “If you don’t market your business, you don’t have one.” Similarly, if you’re running a social action project and want to have a big impact, you need to get your message out there. Whether you want a good turn out for an event, need to recruit some extra helping hands or you’re trying to raise awareness for your cause, here are some tactics to try out...

Turn to your friends and family

This one comes down to the maths really. If everyone in your group gets just three people shouting about your project, the knock-on effect could be amazing. You might even gain volunteers or pick up a donation or two.

Decide how to tell your story

If you’ve chosen a specific cause for personal reasons, don’t be afraid to open up and tell people. It will make your project all-the-more relatable and hopefully, encourage more people to get involved and support it in one way or another.

Befriend social media

From creating a unique hashtag that rallies supporters, to joining local Facebook community groups, social media could be your best friend.

If you set up an account, try to post every day. Find (and re-share) facts and stats, show your team in action and give your followers exciting updates. Making compelling content with relevant hashtags could even get your work in front of influential accounts, and fingers crossed, they might even give you a shoutout – it’s for a good cause, after all!

Make it headline worthy

Chances are the good work you’re doing deserves recognition. And any newspaper (local or national) is always looking to report exciting stories.

Have a think about what headlines your project could create. For example, “Silent protest speaks volumes” or “A choir of young people bring cheer to dementia patients” – you get the idea... If you think you deserve the front page, get in touch with reporters (their names are always listed on their articles). And remember, you can always ask your local NCS team for help with this!

Don’t forget about ‘offline’

Yes, online activity can have a wider reach but old-school posters on lamp posts will still attract attention (just remember to ask your local authorities first). Consider using shop windows or local notice boards at community centres, libraries and coffee shops to raise awareness of your project too.

Be a tag-along

If you’re supporting a local charity, go to existing local events to spread the word. From village fairs to swimming competitions, find out what’s going on in your community and see if you can weave your way in by getting in touch with the event organisers.

Whether you’re looking for more volunteers, donations or just want to get your message out there, borrowing someone else’s audience for a few minutes should do the trick!

Tell us all about it

Every month we do social action shoutouts on the blog. If you like the idea of being featured, answer these questions and we’ll see what we can do!

And finally, think outside the box

Hopefully, this blog has already got those creative juices flowing. But how else can you make the most of your project? Think about your chosen topic or common themes, where else could you raise awareness, gather recruits and get your message heard?

Good luck, NCSers. We’ve every confidence that you’ll create an incredible and impactful project!