



# Promotion Guide

## Promoting your group: A toolkit for NWR groups

New members are essential both to the future of your group and to the future of NWR as a national organisation. We hear so many stories about what a positive impact being a member of NWR has had on members' lives. By locally undertaking some, or all, of the suggestions set out in this document you will be able to make a *real* difference – not just to the women who come on board, but to NWR as a whole.

You will find many ideas and guidance on how to promote your group as well as information on the supporting literature and items available to you.

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### What is NWR?

Our mission is to connect all women, whatever their age or personal circumstances, who are interested in everything and want to talk about anything.

NWR is a registered charity and can demonstrate how membership of NWR increases the wellbeing of members through the connections they make with others in their local area, it educates and provides a sense of belonging. We want to ensure that as many women as possible are aware of NWR and the benefits being a member can bring.



## HOW TO PROMOTE YOUR GROUP

Below are some suggestions on how to promote your group and ensure that your group stays visible in your local community. We recommend that you use more than one of the ideas to gain maximum exposure for your group. And remember, some people may need a few prompts and reminders before they take action and come a long to a meeting.

### Put up a poster

NWR has produced eye-catching A5 posters for you to display in your local area. One is double sided so, if there is room, why not pick up another and display the reverse side too? You can choose a poster that can be personalised with the name of your group and your contact details or generic posters about NWR.

#### Place your NWR poster on these noticeboards:

Community Centre	Church and church hall
Garden Centre	Town Hall
High Street notice boards	Coffee shops
Supermarket	Corner shop
Bookshop	Doctors Surgery
Hairdressers	Local Takeaway
Chemist	Museum
Library	Bookshop

### Distribute leaflets

Does your library or community centre have a table where you could leave out leaflets or the NWR magazine?

Is there a local event or festival taking place? Why not ask the organisers what opportunities there are for promoting NWR? Perhaps they offer free stalls to local groups and charities? Or NWR fliers could be handed out?



Would a local fitness class, Zumba or yoga teacher be willing to distribute leaflets to its members? When putting your flier on public noticeboards, take a



look at what else is being promoted – would one of the other groups have women who would like NWR? Why not ask the group leader if they would distribute your fliers to them?

*“We have a leaflet in the local library ‘What’s On’ folder, a notice on the electronic Town Council noticeboard and leaflets on noticeboards around the town.”*

New for 2022, the NWR double-sided flier has space for you to insert your group’s name, your name and contact details. If you would prefer not to use your personal details, you can insert instructions on to find the group on the NWR website or create a generic email address for your group.



*“I popped into a charity shop to ask them if they could display the flier, they said they couldn’t put anything in the window, but were happy to put it on the staff noticeboard.”*



## Estate Agents

Over the years NWR has provided a lifeline to women who have moved to a new area and found themselves not knowing many people living near them.

*“I went to the three estate agents in my local town and they were interested to hear about NWR and help promote my group, but all offered to promote us in different ways! One had a table displaying local information and they were happy to take a few fliers to go on there, another offered to promote NWR on Facebook and one offered to put the flier in their pack for new homeowners.”*

## Online

There are opportunities to promote NWR online too.

**Facebook** ([www.facebook.com/](http://www.facebook.com/)) community pages on Facebook are becoming increasingly popular. Why not post a message there stating that your group is looking for new members? You could include the NWR advert personalised for your group. (See section on what promotional materials are available for more information about using the NWR advert)

**Nextdoor** (<https://nextdoor.co.uk>) is another online platform that enables local residents to communicate with one another. Some groups have reported that they have recruited quite a few new members this way.

**InYourArea** <https://www.inyourarea.co.uk/> This is a similar platform to Nextdoor, providing local information.

Here is an example of a message you could post online about your group:

Calling all lively minded women! NWR groups are for women who want to meet others for discussion. Join your local NWR group at *[insert your group name]* to make new friends and participate in talks on a variety of subjects. Find out more at <https://nwr.org.uk/join-nwr/> or contact *[insert your name and contact details or link to NWR website page for selecting a local group]* [www.nwr.org.uk/network/groups](http://www.nwr.org.uk/network/groups)

Many local councils also have an online noticeboard promoting local groups. Does your local newspaper have an online directory?



## Spread the word

Don't forget the power of word of mouth. Don't just tell your contacts about NWR, invite them along to a meeting!

*"I'd been telling my neighbour about NWR for years but she never came along to a meeting. When I asked her why, she told me she thought she had to be invited! Now I don't just tell people about NWR, I invite them along!"*

Looking for that special gift for a friend? NWR offers gift membership packs. [Find out more here.](#) Don't forget that NWR members can either be linked to a local group or be Independent. NWR independent members can participate in the national programme of events and activities as individual members as well as joining the activities of any group.

## Local magazines, newsletters and newspapers (printed)

Does your local newspaper publish a directory of local groups? You could arrange to be listed in it.

Church and village newsletters are also an excellent way to promote NWR.

*"I emailed churches in my local area to ask if they would mention NWR to their congregation and not only did they offer to circulate a flier but they put me in touch with the person who does the village newsletter. He offered to include the NWR advert in it, there was no charge."*

A simple Google search of churches in the towns and villages in your local area will bring up their websites, through which you can find their phone numbers and email addresses. Here is an example of an email you could send:

Dear Reverend

NWR is a women's membership organisation and registered charity, we connect women through regular group meetings that provide conversation, friendship and fun.

I am a member of the **[insert your group name]** and wondered whether you would be willing to promote my group to your congregation?



Alternatively, do you have a newsletter? I have an advert that I could send you, or I'd be happy to write a few words if that is easier.

More information can be found on our website here: <https://nwr.org.uk/> [or you could provide the url direct to your group page]

I'd very much appreciate any assistance you could give. Please do get in touch if you require any further information.

The NWR advert has been created to enable groups to promote themselves in local newsletters and magazines. It can be personalised with your group name and contact details. For more information about the NWR advert, see the section later in this guide about what promotional materials are available.

**Have you recently moved house?**  
**Are you newly retired?**  
**Or simply want to meet people and make new friends?**

**Then NWR is for you!**

Our style is informal and relaxed with local group meetings for women offering conversation, friendship and fun.

We have over 300 groups nationwide, with each group creating its own programme of events and activities.

[www.nwr.org.uk/join-nwr](http://www.nwr.org.uk/join-nwr) 01603 406767  
[office@nwr.org.uk](mailto:office@nwr.org.uk) [www.facebook.com/nwr.uk](https://www.facebook.com/nwr.uk)

Your local NWR group is looking for members

**“I have made so many friends, discussed and explored interesting and challenging subjects. It has lifted my spirits in life's down periods and at times I have laughed till I ached.”**

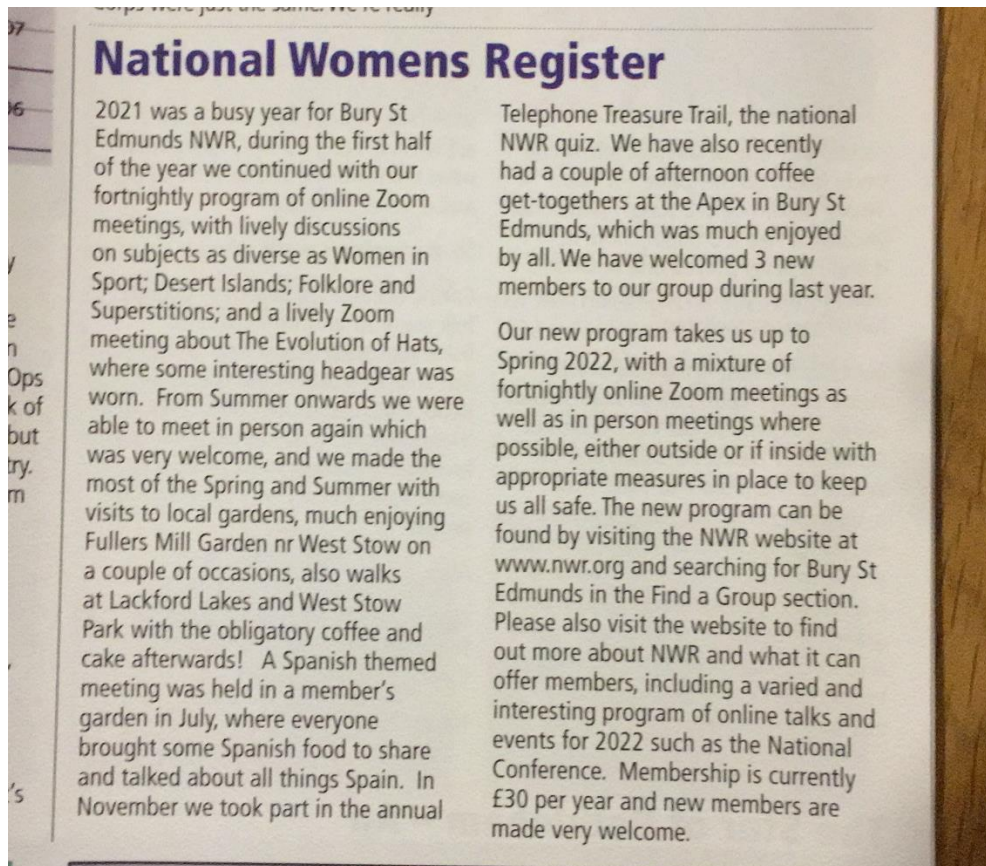
**Friendship**  
**Conversation**  
**Fun**

**NWR**  
**CONNECTING WOMEN**

Unit 31, Park Farm Industrial Estate, Ermine Street, Buntingford, Herts, SG9 9AZ  
Registered Charity number 295198



Local magazines and newsletters welcome submissions from local groups about their recent activities. Below is an example from the Bury St Edmunds NWR Group.



*“Each month one of our members submits a short piece into a free magazine that is delivered to every household in the local area, usually saying what we have been doing, what we are going to do and giving my name and contact information. That has been our main way of recruiting over the last few years.”*





## Local Radio

Local radio stations are always looking for material. Ask your group members to listen to the local station and suggest programmes and presenters who use interviews. Telephone to check the name of the editor or producer and send them relevant information; a week later call to ask if it was received. A radio interview checklist on page 8 will help you plan and enjoy your presentation.

### Going on air – a radio interview checklist...

Radio is a friendly medium, less intimidating and more personal than television.

Hints that may help you to relax and achieve a successful interview:

- Work out your Key Message in advance and try to get it across no matter what.
- Think of 3 key points – then drop two so you know the one key thing to say if you must cut it short.
- Make your comments relevant to the local audience.
- Use visual language and paint a picture for the listener.
- Speak as if the listener were there with you, in person.
- Remember tone has a greater impact than words – make it relevant and friendly.
- Try to use your normal voice, smiling as you speak (using your hands frees up your voice and makes it sound more relaxed and natural).
- Be clear, try to speak slowly and enunciate clearly.
- Try not to mumble or swallow your words.
- Avoid padding and link words such as: ‘er, um, well, like, you see, you know’.
- Have answers to obvious factual questions to hand – (check anything you are not sure about with either the Office beforehand).
- Sell your story – why should it matter to the listener?
- Don’t be afraid to use humour but avoid jokes!
- *Make sure the correct contact details (‘phone number, e-mail etc.) are given out by the station.*
- Offer radio stations different angles on your story – news, feature, human interest, educational, women's lifeline, friendship, stimulation, useful when moving.

Be yourself and think ‘Local’



## Community fairs and events

Is there a fair or community event taking place in your local area? These provide excellent opportunities for raising awareness of your NWR group, and many will provide a stall free of charge to local community groups and charities.

Have your members got any unwanted books lying around? Why not have a second-hand book exchange at your stall? You could offer a variety of books – for adults and children too, and don't forget to give them an NWR bookmark with their book.

*“We ran a free bookstall at a local community event - offering books to people provided a conversation starter, enabling us then to talk about NWR and hand out fliers along with the books. We gained three new members from that event”*

Contact the NWR office to ask them to send you extra leaflets and bookmarks, there may also be a banner available – either full size or tabletop – for you to use to provide increased visibility of NWR.

## PROMOTIONAL MATERIALS

### What promotional materials are available?

The NWR office has promotional material that they would be very happy to send to groups to assist them with promoting themselves.



- **NWR flier** new for 2022! A5 in size, perfect for placing on noticeboards or for handing out. It provides basic information about NWR and how to join.
- **NWR leaflet** a bright and colourful leaflet explaining what NWR is, ideal for handing out to people who have expressed an interest in joining.
- **NWR bookmark** why not ask your local library if they could take some?
- **NWR postcard** with room on the reverse for you to write a personal note.
- **NWR advert** with space to personalise it for use on social media platforms and in newsletters.



The office also has NWR branded pens, keyrings and bags available (charges may apply).

Additional copies of the NWR magazine are available upon request. Perhaps you could give a copy to your local hairdresser, sports hall or library?

Don't forget, if you're attending an event, tabletop and full-size banners are available.

## How do I order promotional materials?

Promotional materials are available from the office by emailing them at [office@nwr.org.uk](mailto:office@nwr.org.uk).

Please clearly state in your email your name, group name, which promotional materials you would like and approximately how many of each.



## The NWR Advert

The NWR advert has been created for promoting NWR in local magazines and newsletters. The advert that can be edited to include your group name and contact details using the website [www.ilovepdf.com](http://www.ilovepdf.com)

**Have you recently moved house?**

**Are you newly retired?**

**Or simply want to meet people and make new friends?**

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**Friendship**

**Conversation**

**Fun**

**NWR**  
CONNECTING WOMEN

Unit 31, Park Farm Industrial Estate, Ermine Street, Buntingford, Herts, SG9 9AZ  
Registered Charity number 295198



### Editing the advert

First you need to request a PDF version of the advert by emailing Cath at [cath.heslop@nwr.org.uk](mailto:cath.heslop@nwr.org.uk).

Open up the website [www.ilovepdf.com](http://www.ilovepdf.com)

1. Go to 'All PDF Tools' and click on 'edit pdf'
2. Drop the advert file onto the page or click on 'select PDF file' to search for the PDF in your folders.
3. To add text, click on the button with an A and a line to the right of it. A box will then appear for you to write your personalisation. Drag the box so that it sits centrally inside the white box of the advert. Ensure that you select the font 'Verdana'.
4. Once you are happy with it, click on the red box 'Edit PDF' and you will be able to view the advert in your downloads file.

Some newsletters require the advert in jpeg format. You can use the website [www.ilovepdf.com](http://www.ilovepdf.com) to convert the advert from a PDF to jpeg.

Suggested text: Your local group is in [insert name of group or town]. For more information, contact [insert your name if or just insert your NWR email address if preferred. Or, give URL of group page on the website if there is space.]

Any questions, please contact Cath at [cath.heslop@nwr.org.uk](mailto:cath.heslop@nwr.org.uk)

## NEW MEMBER ENQUIRIES

### How should I respond to new member enquiries?

The LO guide provides further information about what to tell potential new members about NWR. You can view the LO guide [here](#).

### And finally...

Thank you for taking the time to promote your NWR group. Please do get in touch if you have any questions.