Developing a communications plan to support income generation
Ruth Bates Lee: Director of Development

The session aims to generate ideas for attracting funds through:

- Understanding the importance of communications and marketing
- Identifying & utilising networks
- Planning

People Dancing
the foundation for community dance

"Great storytelling is about connecting emotionally with audiences and donors in a clear and succinct way"

"It's the details that make a story real and for storytelling to be effective, organisations need to invest time internally in developing some of the individual emotional stories."

"To really engage, organisations need to consider telling stories about how the organisation is currently helping specific individuals and communities that the audience can recognise and relate to."

"..we need to consider far more than just the written word in our development of stories. If we use digital or video instead, often these formats compel us to tell stories in a way that the written word doesn't. And we need to practise. Being able to tell memorable stories is a skill like any other. And it's an ongoing process, so we constantly need new stories to apply to our business plans and strategies."

Chris Dessent at the agency Creative Concern summarises the art of storytelling into three areas – head, heart and hand. His test is as follows:

Does this story make the reader interested to know more? Does it make them care about the cause? And the most important one, will it stimulate them to take action? If a story can achieve all three, we have a fighting chance to make a compelling case to audiences and donors alike."

https://www.artsprofessional.co.uk/magazine/article/are-you-sitting-too-comfortably

**Refresh our knowledge
Back to Basics:**

What do we mean by?

- Marketing
- Communications
- Networks/Audiences

Marketing and Communications:

- **Marketing:** usually when we are promoting a service or product
- **Communications:** a strategy that relates to promoting us, our values – more global message – might not be tied to a specific product or service, i.e. reinforcing brand values
- **Networks/Audiences:** Personal, professional, mailing lists, Facebook, Instagram, twitter, YouTube etc
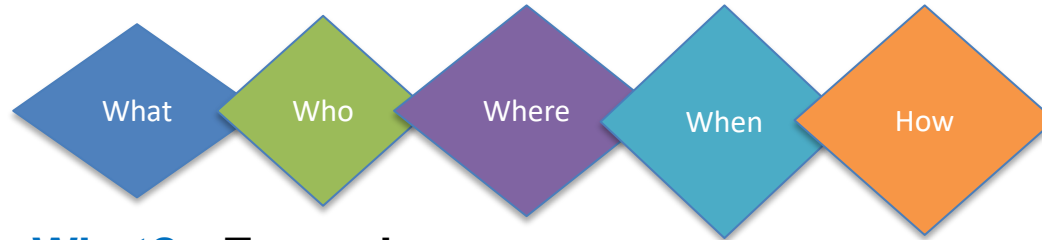
A good marketing & communications plan allows you to:

- **Be focused and targeted**
- **Not waste time and money**
- **Give clear messages**
- **No scatter gun approach**
- **Track progress and impact**
- **See the pay off for your efforts**

Breaking it down - Writing the Plan:

What? : Example:
Dance project for new parents with post-natal depression

Who?: Participants – partners – funders- gate keepers/influencers & **HOW** to speak to them

Where: are these people?

When: is the best time to contact them?

What: platforms, methods will you use?

- **Time plan**
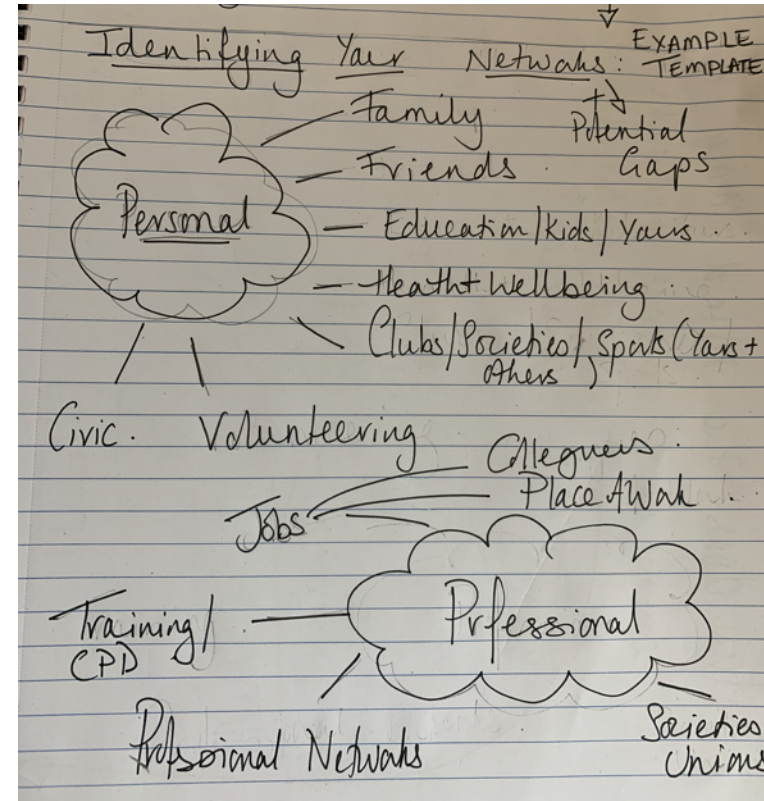- **Budget**
- **Monitor & Evaluate your success.**

Identifying the 'Who' and Expanding them

Who:

- **Participants/Target Audience**

- **Stakeholders**

- **Partners**

- **Funders**

- **Gate-keepers**

- **Influencers**

# Where, What & When will you reach them?

Where, How & <u>When</u> will you reach them?

- Placement of the information.

- Optomising the best time

- Scheduling

- Insights social media

Once you have decided What, How, Where & When…………..

- **Timeline** – Ensure you have enough time before the 'thing'. If it is not direct marketing but a communications 'message' and you want to monitor its effectiveness, e.g. Did my Blog drive up visits to my website? Impose a timeframe so you can measure a specific time period

- **Budget** – Paid or unpaid remember your effort and time is still a cost to you, so make sure the effort is worth it.

- **Monitor** - Create a way of measuring whether your marketing and communications activity is effective. e.g. Insights on your Facebook page or interaction, seek views from people

- **Evaluate** – Take some time before the 'next' marketing/communications activity to reflect on effort vs engagement.

  - *"Same principal whether it's direct marketing for an event/class etc as if you are trying to raise your profile with a new funder or engage a local partner in a new initiative or idea."*
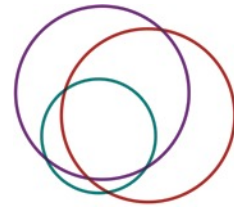
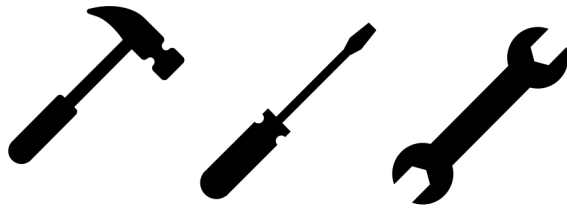| Monitor	Evaluate.
• Article local Paper: Ask participants where they heard about it. • Industry Pub / Blog: From date of publication track new web visits, social media followers or direct contact. • Facebook Group — Insights.	Measure usefulness. " "

Tools:

- ## The Space: supports the UK arts and cultural sector make great art and reach new audiences using digital media, content and platforms. https://www.thespace.org/

- ## Digital Culture Network:
  The Digital Culture Network is here to develop your organisation's digital skills, find new ways to reach and engage audiences and help develop your business models. Working across the arts and culture sector, the Network is led by nine specialist Tech Champions. https://www.artscouncil.org.uk/developing-digital-culture/digital-culture-network

- ## Proof of the Pudding Toolkit:
  - is a resource for artists to help them demonstrate the value and impact of participatory arts and develop partnerships for funding work. It offers some *existing evidence* about the impact of participatory arts, with signposting to *additional resources*. There are also some *guide ideas* so you can start to build our own evidence bank. https://www.communitydance.org.uk/developing-practice/funding-support (Available end of June 2020)