



## Getting your message across: communications channels for voluntary organisations

So, you've got something that you want to shout about?

It may be a new service that is being launched. Perhaps it's an event that you want to invite Councillors to, or maybe you want to make voluntary sector colleagues across the country aware of the good work you are doing.

How are you going to get your message across? What 'communications channels' are you going to use?

Some of the 'safe bets' might include producing a leaflet / poster and issuing a press release. These can certainly play a critical role in any campaign, but there is so much more you could do – and a lot of it is free!

So, why not try some of the other equally effective alternatives out there. The table below shows the sorts of activities you could consider when planning a campaign.

Channel	Pros	Cons	Price Guide	Contacts
<p><b>Leaflets</b> – can either be left at certain points to be picked up or distributed direct to your target audience.</p>	<p>Relatively cheap to produce and can be used in several ways.</p>	<p>Very disposable – unfortunately many leaflets end up in the bin.</p> <p>Leaflet overkill – your leaflet will have to compete for attention with other information on display/sent through the letterbox.</p>	<p>Prices vary greatly depending on the specification and quantity. As a guide, it would cost £300-£500 to print 4,000 A5 leaflets (full colour).</p>	<p>Kingston Council has an approved list of designers and printers. Please feel free to contact any of these companies direct to obtain quotes:</p> <p><b>Design only</b>            Atkins - 020 7121 2386            B3 Creative - 020 7247 6832            The Chung Partnership - 020 7323 4121            Francis &amp; Partners - 020 8788 1613            Pukka Communications - 0113 274 5533            Rima Design - 020 7902 1310            This Way Up - 020 7336 1388            Very studio - 020 7357 7712</p> <p><b>Print only</b>            Anchor press - 020 8399 1473            Aldridge Print Group - 020 8239 4100            Financial Data Management - 020 7265 0686            IMEX Print Services - 01792 704 889            Printek - 020 8331 8888            Richard Edward - 020 8331 8888</p>

				<b>Print &amp; Design</b> CTD - 01932 771 300 Graphic Impressions - 020 7253 5444 Jaggerprint - 020 8546 0593 Pica Design and Print - 01962 734 122 Purbrooks - 020 8944 3200
<b>Brochures</b> – more expensive, detailed publication for distribution to an interested audience. Justifiable if you are promoting a major scheme or service.	Can look very professional and add prestige to a project or report.	Expensive and time-consuming to produce.	Prices vary greatly depending on specification and quantity. As a guide, it would cost in the region of £8,000 to design and print 10,000 brochures in A5 format (c. 12 pages).	See contact details for printers and designers above.
<b>Posters</b> – a creative, eye-catching poster campaign can be very effective. Best used as part of an overall campaign rather than on their own.	A well-planned poster campaign will reach a lot of people and can create media interest.	The amount of information you can get across in a poster is limited.	£500-£800 to design and print 500 A3 posters (full colour).	See contact details for printers and designers above.
<b>Media relations</b> – you can issue a press release to the local media, trade journals or both.	A very cost-effective way of getting your message across.	Unlike advertising, there is no guarantee that a news release will result in media coverage. It is purely down to the Editor's decision whether a story is covered or not.	FREE The only fee may be in commissioning a photographer to get a good quality picture to accompany the press release.	Surrey Comet (paid for newspaper) / Kingston Guardian (free newspaper) 020 8330 9547 Kingston Informer (free newspaper) 020 8538 2227 Radio Jackie (commercial radio station) 020 8288 1300 Kingston Time and Leisure 020 8540 3653 Youth Unlimited (magazine of Kingston Youth Council) 020 8547 6791 Berrylands and Surbiton Companion (community magazine) 020 8274 0096

				<p>Chessington Chat (community magazine) 020 8942 4821</p> <p>Community Times Kingston (community magazine) 07784 754 339</p> <p>Village Voice (New Malden community magazine) 020 8605 1380</p> <p>Worcester Park Life (community magazine) 020 8605 1380</p>
<p><b>Distribution</b> – how are you going to make sure that your target audience actually gets to see your leaflet or brochure? You will need to plan the distribution carefully. The most effective – but most costly – is ‘solus’ distribution (hiring a company to drop leaflets through letterboxes).</p>	<p>Thoughtful distribution is every bit as important as creative design and compelling copy. If your target audience never gets to see your leaflet or brochure, what was the point of creating it in the first place?</p> <p>Leaflet drops can be arranged to cover the entire borough or targeted at certain geographical areas.</p>	<p>Distribution can be expensive. Choose your distribution company carefully as success rates vary.</p> <p>Make sure you choose a distributor with plenty of relevant experience and ask about their quality control policy – e.g. do they carry out ‘back checks’ in sample areas to make sure that the information was delivered?</p>	<p>Prices vary depending on quantity, weight and method of distribution, but start from about £14 per thousand.</p> <p>An effective but costly method of distribution is via Royal Mail – who offer standard tariffs and bulk discount tariffs.</p>	<p>You may want to try making contact with the following companies, among others:</p> <p>Royal Mail - 08457 950 950</p> <p>Hanson Distribution – 020 7474 9111 (sorting and mail house)</p> <p>Letterbox Distribution - 020 8440 0400 (for ‘solus’ or door-to-door distribution)</p> <p>Newsquest Direct – 020 7489 4975 (for distribution with the free local newspapers)</p>
<p><b>Distribution (to Kingston Council-run facilities)</b></p> <p>The Council operates a courier service which delivers leaflets and posters to libraries, schools, day centres, Council helpdesks and Neighbourhood notice boards.</p>	<p>A convenient and cost-effective way of getting your message seen across the borough.</p>	<p>Will only be seen by people who are accessing council-run services.</p>		<p>Libraries: David Amy, 020 8547 5037</p> <p>Schools: David Amy, 020 8547 5037</p> <p>Day Centres: 020 8547 5042</p> <p>Council helpdesks: Shirley Stark, 020 8547 5055</p> <p>Notice boards: Lisa Fairclough, 020 8547 4682</p>

<p><b>Print advertising</b> – it may be worth considering allocating a proportion of your budget to purchasing advertising space – e.g. in the front section of a local newspaper or in magazines.</p>	<p>Gives you complete control over how your message will be presented and will guarantee you coverage.</p>	<p>Costs can make this prohibitive. Some publications carry so many adverts that yours may get lost in the crowd – choose carefully.</p>	<p>£750-£1,000 for ½ page colour advert in one of the local newspapers.</p> <p>You will also have to provide professional artwork for the advert, which might cost in the region of £300-£500.</p>	<p>See contact details for local media above.</p>
<p><b>Promotional gifts</b> – from pens and mouse mats to umbrellas and jumpers: it's amazing what you can 'personalise' these days! There are many companies now in the market who produce promotional gifts made from recycled or sustainable materials, which should always be your preferred choice.</p>	<p>Can be a fun way of raising brand awareness, particularly with young people and is a sure-fire way to energise a campaign e.g. at public events.</p>	<p>Can work out rather expensive – the term 'you get what you pay for' applies more than ever with promotional gifts. Purchase a quality item with subtle branding and it may find a home on someone's desk for years. Go for the cheapest option and it will more than likely find a home in the bin.</p>	<p>Prices vary dramatically depending on gift and quantities.</p> <p>Products made from environmentally sustainable materials are preferable but can be more expensive – shop around!</p>	<p>Recognition Express – 01932 865 432</p>
<p><b>Radio advertising</b> – an exciting and direct way to engage with your audience. The most popular commercial radio station in the borough is Radio Jackie.</p>	<p>Radio is a tried and tested communication channel that is likely to attract attention. It is also possible to get a quick turnaround for your campaign from concept to broadcast.</p>	<p>Whilst there are some low cost options available, you have to book a surprisingly high number of 'spots' to get the sort of exposure required to make an impact.</p>	<p>A typical four-week campaign will cost in the region of £2,000.</p> <p>This would give you about 6 'spots' per day.</p>	<p>Radio Jackie – 020 8288 1300</p>
<p><b>Outdoor banners</b> – Weatherproof vinyl banners on to which designs can be printed in full colour.</p>	<p>Cost-effective and eye-catching, if displayed in the right location.</p>	<p>The amount of information you can get across on a banner is very limited – should only be used in support of a wider campaign.</p>	<p>£100 for a 3ft x 12ft banner</p>	<p>Purple Eye Design - 0845 466 0132</p>
<p><b>Car park tickets</b> - advertising on the back of Pay &amp; Display car park tickets purchased in the borough's car parks and on-street ticket machines.</p>	<p>An efficient way of reaching people who may not access Council services.</p>	<p>The space you get to play with is very limited and costs can be prohibitive.</p>	<p>£12 per thousand tickets.</p> <p>A typical five month campaign in off-street car parks would cost c. £5,000 (750,000 tickets would need to be printed at a reduced rate of £7 per thousand).</p>	<p>Adverticket - 01482 822825</p>

<b>Kingston Hospital TV</b> - Located in Kingston Hospital's A&E department, these 42" plasma screens show general health care advice and inform patients of their appointment times. Local businesses and organisations can pay for adverts during frequent 'commercial breaks'.	Captive audience and a good way of engaging with some 'hard-to-reach' people.	To get the best rates (and a good return on your investment) you will need your commercial to run for at least a year.	£1,000 per year for 20 second advert + £300 one-off production fee.	Pro Vision–Ben Gordon - 01253 784 033
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The companies listed above are ones that the Council's communications Unit is aware of. Inclusion in this list does not represent a recommendation and we recommend you shop around and obtain quotes from others.