



NORTH STONEHAM COMMUNITY GROUP

**Marketing
And
Communications
Policy**

February 2023



NORTH STONEHAM COMMUNITY GROUP

Marketing and Communications Policy

Aim

This policy sets out our approach to the way we aim to promote North Stoneham Community Group (NSCG), the activities, events and initiatives it leads.

Introduction

This policy does not set out the actions to be undertaken by trustees and other volunteers in order to meet the aim of this policy. This policy sets out the general principles of promoting NSCG and the outlining principles that govern:

- What messages we give about NSCG
- Where and how we communicate and promote our messages.
- Paid Advertisements / Sponsors

Statement

NSCG believes that effective and appropriate Marketing is essential to meet our objective of running events and initiatives that enhance community cohesion. We need to ensure that the right people get the right information, in the right form, at the right time. We believe that by implementing this policy we will:

- Increase awareness of our group in the community
- Increase engagement with our events and initiatives.
- Fulfil our commitment to equality and diversity.
- Reduce the risk of potentially bad publicity for the group.
- Grow the confidence and skills of our trustees and volunteers
- Meet our objectives as a constituted community group

We are committed to the following ways of working:

- Using a range of marketing approaches to fit the message NSCG is promoting.
- Using the Marketing and Communication Policy
- Using e-mail and digital media to reduce cost and lessen the impact on the environment, bearing in mind that effective person-to-person communication is always most important.
- Keeping notice-boards, websites etc up-to-date
- Ensuring all trustees and volunteers can talk about NSCG with positivity and be clear on the messages to give



NORTH STONEHAM COMMUNITY GROUP

Governing Principles

What messages we give about NSCG

All forms of communications (including marketing material) will to:

- promote activities, events and initiatives led by NSCG.
- promote activities, events, and initiatives by related stakeholders (YMCA, EBC, etc.)
- share information about news and events in the North Stoneham area.
- Help raise funds for NSCG.

NSCG marketing material may also share suitable messages from sponsors (paid advertisements)

Where and how we communicate and promote our messages.

The NSCG trustees will use a range of marketing and communication tools and media to us fulfil the objective of sharing relevant messages and information. This will be done widely through:

- The NSCG website - <https://nscommunity.co.uk/>
- The NSCG Facebook page – <https://www.facebook.com/nscommgroup>
- The North Stoneham Park Neighbours Facebook Group - <https://www.facebook.com/groups/429626457803908/>
- The NSCG Newsletter
- Event Banners

Paid Advertisements / Sponsors

The NSCG trustees and volunteers will seek sponsors (businesses, individuals, stakeholders) who will individually or collectively sponsor the cost of our marketing and communications. These will namely be in the form of buying advertisement space in our newsletter, on our website and on any banners produced.

The primary governing principle is that as NSCG is a community charity, advertisements must be kept to a minimum – only as much as required to cover costs of production and distribution.

Newsletter

- In the newsletter advertisement spaces may be bought as full, half or quarter page.
- Price for the advertisement spaces will be derived from the costs of production and distribution + 10%

For example: If the cost of producing and distributing one issue of the newsletter is £150, then advertisement space prices will be calculated as:

- Full page: £150 + 10% = £165
- Half Page: £75 + 10% = £82.50
- Quarter Page £50+10% = £41.25

The additional 10% allows to develop a contingency fund for future issues, as it is possible that not all issues may receive adequate sponsorship to cover 100% of the costs.



NORTH STONEHAM COMMUNITY GROUP

Event Banners

- It is recommended that no more than 20% (1/5th) of the banner space should contain sponsor's advertisements. (*Banner space is defined as total print size area minus cut, crop and bleed areas*)
- This recommended area can be used (sold) as - up to 5 advertisement spaces - sponsor's logo only
- Price for the advertisement spaces will be derived from the costs of production and distribution + 10%

For example: If the cost of producing total number of required banners for any one event / initiative is £100, then advertisement space prices will be calculated as:

- *Solo Sponsor: £100 + 10% = £110*
- *Two sponsors: £50 + 10% = £55*
- *Four sponsors: £25+10% = £27.50*
- *Five sponsors: £20+ 10% = £22*

The additional 10% allows to develop a contingency fund for future issues, as it is possible that not all banners required may receive adequate sponsorship to cover 100% of the costs.

Our Commitment

All trustees and volunteers will be responsible for carrying out the commitments outlined in this policy