MAILBOX & DATABASE

- Posters and flyers: cafés, noticeboards, mailbox
- Collaborate with other groups for wider reach
- Contra idea: collab flyer space with groups
- Digi EDM to the inbox (Mailerlite)
- Power of the database: create, guard, hold!

Checklist:

✓ Create materials in Canva
✓ Partner with other local groups for distribution
✓ **BUILD YOUR DATABASE AND USE IT.**

COMPETITION & ENGAGE

- Prizes: local voucher, recognition or contra
- Ask businesses for prize donations in exchange for promotion
- Enter awards
- Leverage the engagement with CTA

Checklist:

✓ Choose fun, easy entry (tag, comment, friends)
✓ Collab/ promote across groups
✓ Highlight winners for trust and content
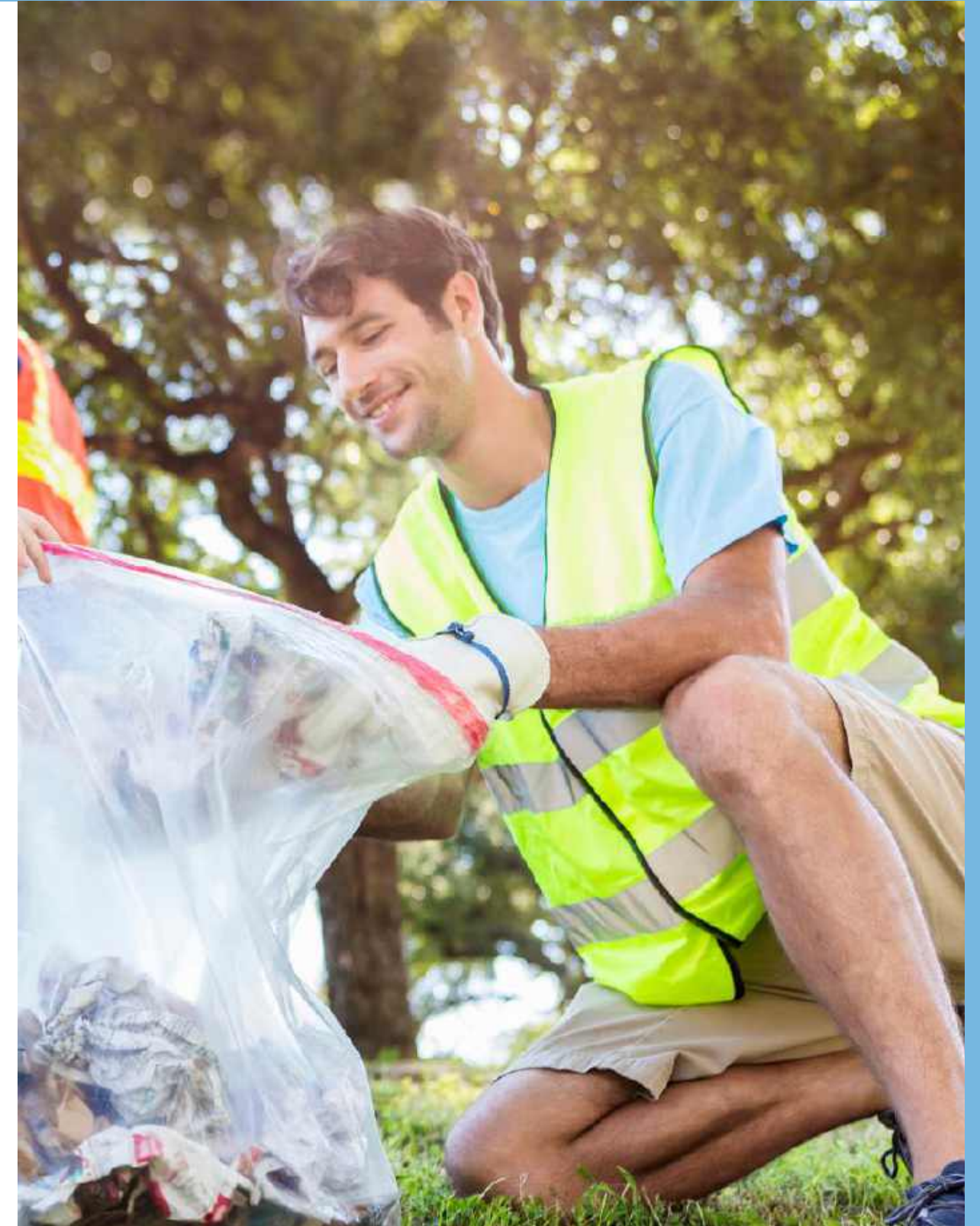✓ **Know the rules of competition**

POP-UPS & PRESENCE

- Markets, fetes, community events
- Partner with existing events or co-host with other groups
- Bunnings precedent.... how can you?
- Look for speaking and CTA opportunities!

Checklist:

✔ Invest in branded assets, banners, tech
✔ Volunteer roster for events
✔ Collect emails aka build database!

VOLUNTEER ADVERTISING

- Promote through your networks
- Recruit for the impact, do the PD (think creatively)!
- Use Facebook groups, Volunteer Victoria, GoVolunteer
- Encourage skill swaps: photographer, writer, designer

Checklist:

✓ List key volunteer needs including future eg: skills matrix

✓ Share across platforms

✓ Ask volunteers to "bring a friend"

POWER PR & NETWORK

- One-page press releases to local media (e.g. Edwina at Ballarat Times, radio)
- Invite local media to events
- Include collaborators in your stories
- Power of community group angles

Checklist:

✓ Keep a simple media contact list
✓ Use human-interest angles/ stories
✓ Build relationships, not just ads
✓ **FIND A TEMPLATE and LEAN INTO AI**

GET CREATIVE: CARS & UNIFORMS?

- Car magnets, bumper stickers
- Email signatures = CTA
- Branded shirts = walking billboards
- Think creatively: accounts, invoices, personal buy-in for group

Checklist:

✓ Offer car signage to volunteers

✓ Create low-cost uniform options
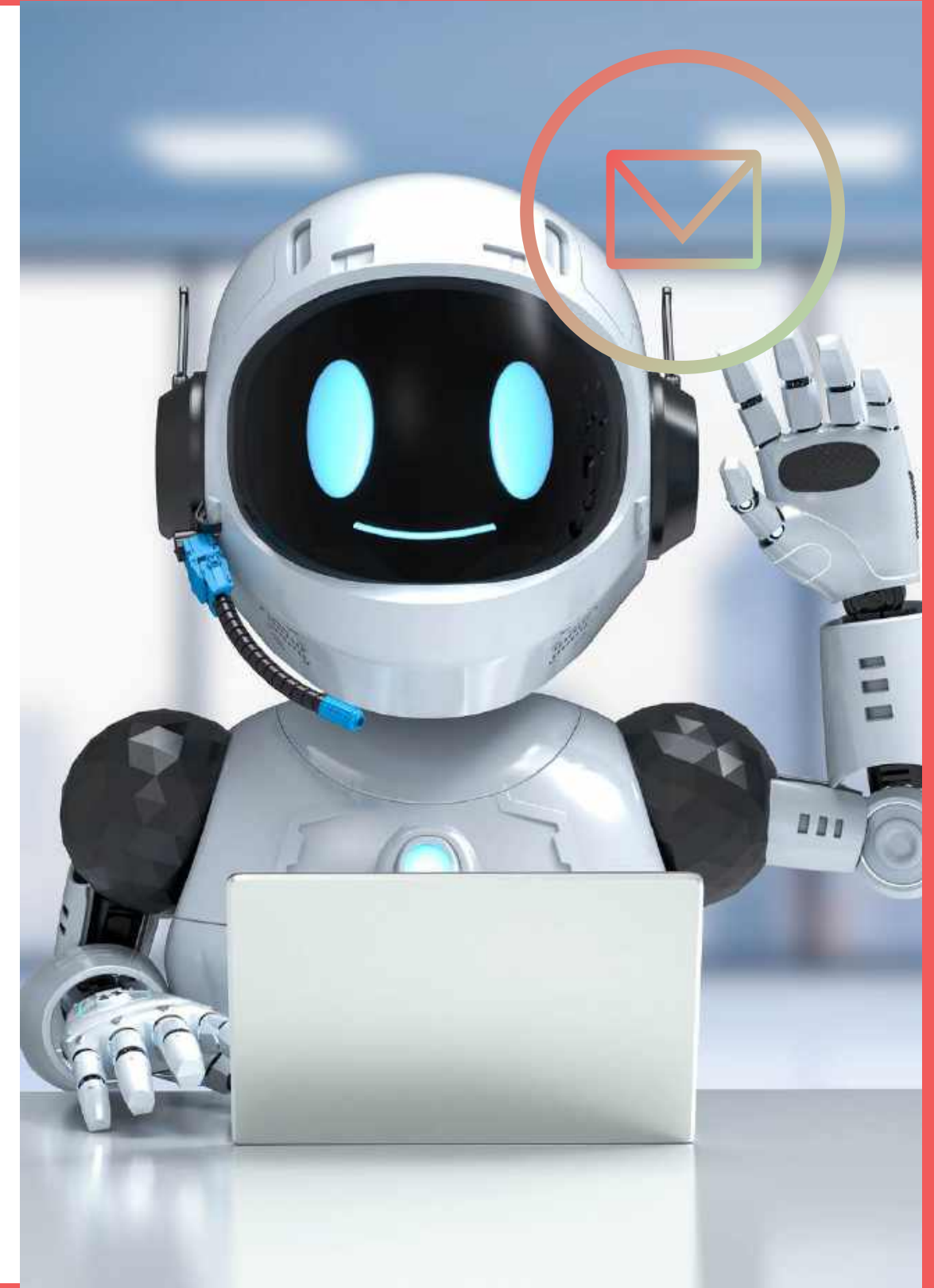
✓ **EVERY CONTACT POINT IS AN OPP**

AI REUSE & REPURPOSE

- Turn one event into 5 posts
- Share one story across channels (socials, newsletter, media)
- Use templates for consistency

Checklist:

✓ Reuse graphics + adjust text
✓ Stick to consistent colour, logo, and hashtags
✓ Track best-performing content
✓ **LEAN INTO AI ....AGAIN!**

GO LIVE

- Tour an event, meet the team or show behind the scenes
- Have fun, takeovers, not perfect!
- Show what you DO!

Checklist:

✔ Prep a basic script
✔ Promote before going live
✔ **Republish highlights after the event**

COMMS POLICY

- Clear roles reduce risk
- Appoint a Comms Roles – even if 1–2 hours/week
- Maintain consistent voice and visuals

Checklist:
✔ Define who can post and who approves
✔ Appoint a communications contact/lead
✔ Store templates, logos, and brand guidelines in shared folder
✔ **REDUCE RISK**

OTHER IDEAS...

REWARD + referrals

own WEBSITE

store PROJECT

awards

sms

INFLUENCE

PODCAST

BBQTalks

youtube

FOOTPATH contacts

Webinar

AI MATE

directories

blog

lumpy mail

MERCH strategy

SHARING
is caring

WHAT'S SOMETHING YOU'VE TRIED AND IT'S WORKED WELL?

5

KEY TAKEAWAYS

1. A dedicated **comms role** for consistency
2. Lean into **Ai** for efficiency and repurposing
3. Look for **the skills** if you don't have them eg: swap
4. Find **free tools** eg: Canva, MailerLite
5. Stay **visible** always - and up to date!

Does your bank do this?

Community Bank
Buninyong

Bendigo Bank