



COMMUNITY ACTION
Bradford & District
Making a Positive Change

Publicising a Community Group

Marketing and publicity can seem expensive, you want to tell everybody about your project and organisation but you don't have a huge budget. The good news is it can be done cheaply or even free!

Content

Your content is one of the most important parts. Take time to plan, involve other people including those not connected to the organisation. What is it you want people to know? What do they need to know to be able to access your services?

Be specific! Where can they find you and when? What activities do you offer? How much do your activities cost? How can they contact you?

Design

Design doesn't need a degree or any fancy tools! [Canva](#) is a great online programme, it can be accessed anywhere, it's free and has hundreds of templates. From posters, flyers, social media graphics, there's a template for everything.

Websites like [Unsplash](#) and [Freepik](#) have photos and graphics you can download for free to use in your designs.

Website and social media

Less is more! Digital content can go out of date very quickly so try to limit the amount of webpages or social media accounts you have to update.

Free online tools such as [Wordpress](#) and [Wix](#) can get your website started with templates you can add your content to.

Don't get stuck on the content, add images and some specific text about your project that people might want to know.



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Other things to consider

Consider setting up a [Google My Business](#) page, this will help groups to find your location, opening hours, contact details etc.

Briefing Bradford is our newsletter for Bradford District community groups. If you would like something including in there, please send any text to briefingbradford@cabad.org.uk - don't send pictures or posters, just the text.

Top tips

- Utilise common search terms on your website: e.g. if somebody is looking for an animal rescue charity, try to include words like "animal rescue charity Bradford". This makes you easier to find.
- Be consistent. Use the same words and core message across all your communications.
- Use what works for you - if your key audience don't use social media then it may not be worth you using it either. Don't feel pressured to use a channel just because it's there.



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For more information, visit: www.cabad.org.uk