

FACTSHEET – PROMOTING YOUR GROUP

Promoting a community group or charity can feel challenging, especially when time, money, and resources are limited. Yet with the right approach, even the smallest organisations can raise their profile, reach new supporters, and strengthen their impact in the local area.

This factsheet offers practical, easy-to-follow guidance for community groups and charities. It brings together simple strategies, useful tools, and real-world tips to help you share your message confidently and connect with the people who need to hear it most.

Know Your Message

Before promoting your community group or charity, it is important to be clear about the message you want to share. A strong, simple message helps people quickly understand who you are, what you do, and why your work matters. Start by identifying your core purpose and the specific needs your group addresses. Think about the values that guide your work and the difference you aim to make in your local area. When your message is clear, it becomes much easier to communicate consistently across social media, printed materials, conversations, and events. This clarity also helps volunteers and supporters explain your work to others, strengthening your reach through word of mouth.

Useful resource: [NCVO guidance on defining your mission](#)

Make the Most of Social Media

Social media remains one of the most accessible and cost-effective ways for small charities and community groups to reach local people. Platforms such as Facebook and Instagram allow you to share updates, promote events, celebrate achievements, and highlight the impact of your work. Recommended Social Media channels include:

Facebook – Great for building local community engagement, sharing updates, and promoting events to a broad audience.

Instagram – Ideal for showcasing your impact through photos and short videos, helping attract supporters visually.

LinkedIn – Helps strengthen your organisation's credibility, connect with professionals, and attract trustees or volunteers.

YouTube – Perfect for sharing longer storytelling videos, project highlights, and training content.

Posting regularly helps keep your group visible, and using photos or short videos can make your content more engaging. It is helpful to use local hashtags, tag partner organisations, and encourage supporters to share your posts to widen your reach. Social media is also a great place to build relationships by responding to comments, thanking volunteers publicly, and sharing stories from your community. Even a small but active online presence can significantly increase awareness of your work.



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Useful resource: Visit our Social Media Factsheet ([Insert Link](#))

Build Local Partnerships

Strong local partnerships can boost your visibility and help you reach people who may not otherwise hear about your work. By connecting with schools, libraries, community centres, local councils, and other charities, you can open the door to shared events, joint promotion, and new opportunities. Getting involved in local forums or voluntary sector networks also helps raise awareness and positions your organisation as an active part of the community.

Ways to build local partnerships:

- Connect with schools, libraries, community centres, and local councils
- Attend neighbourhood meetings or voluntary sector network events
- Team up with other charities for joint activities or campaigns
- Offer to speak at local gatherings or contribute to community initiatives

Bury VCFA runs and supports several networking and development groups that help promote your services and strengthen local connections. These include the [Bury Older People's Network](#), the Bury Volunteer Co-ordinator Meetings, and the Prestwich, Whitefield and Bury North Connection Meetings for opportunities to share publicity and support each other's work. Visit our [training page](#) to view upcoming Volunteer Co-ordinator and Networking meetings.

Use Traditional Local Promotion

Traditional local promotion is still a powerful way to reach people who aren't active online. Posters, flyers, local newsletters, parish magazines, and community newspapers can help you connect with residents who might otherwise miss your updates. Local radio stations such [The Roch Valley Radio](#) and [community event listings](#) also offer great opportunities to share your message.

Effective ways to promote your work locally:

- Display posters and flyers in community hubs, GP surgeries, cafés, supermarkets, and noticeboards
- Share stories or event listings with local newsletters, parish magazines, and community newspapers
- Contact local radio stations for interviews or community announcements
- Attend fairs, markets, and neighbourhood events to meet residents face-to-face
- Use community spaces and partners to spread the word about your activities

Tell Real Stories

Sharing real stories is one of the most powerful ways to promote your group. People connect more deeply with personal experiences than with statistics alone. Highlighting stories from volunteers,



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members, or beneficiaries (with their permission) helps others understand the real-life impact of your work. These stories can be shared on your website, social media, newsletters, or printed materials. Including photos, quotes, or short interviews can bring your stories to life and make them more memorable. Being open about challenges as well as successes builds trust and shows the resilience and dedication behind your work. Storytelling helps your audience feel emotionally connected and more motivated to get involved.

Useful resource: [Creating and Sharing Your Success Story Factsheet \(Insert Link\)](#)

Make It Easy for People to Get Involved

Clear and simple information is essential if you want people to join, volunteer, donate, or attend your activities. Make sure your contact details are easy to find on all your materials, including your flyers, website and social media pages. Explain the different ways people can support your group, whether through volunteering, fundraising, attending events, or spreading the word. Keeping your online information up to date helps build confidence and ensures people know how to take the next step. Offering simple sign-up options for newsletters, volunteering or activities can help you stay connected with supporters. Responding promptly and warmly to enquiries shows that your group is welcoming and well organised, encouraging people to stay involved.



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