

Title: **How to reach new audiences**



Reference: GEN001

Introduction

If you are trying to reach a new audience or encourage a wide range of people to take part in an activity, here are a few indicators/ideas to help you

AIM

What is your aim? What are you trying to achieve?

Example

It may be to encourage more people to walk

WHO

Who do you need to target in order to achieve your aim?

Example

Schools- teachers, Colleges- Students, Youth groups, Leisure centres, Sports clubs, Mother and toddler clubs, Church children clubs, Scouts, Brownies, Guides, Activity clubs, After school clubs, Festivals, Art clubs, Fairs, Local organisations dealing with Vulnerable People, Local Authority, GPs and PCTs for referrals to short health walks and Housing Associations etc.

COMMUNICATION

What methods of communication or event do you need to put into place to attract this audience?

Example

Film/images, new media such as feeds on face book/social network sites or video blogs, pod casts, mobile technology, through music, art, dance, sport, e-mail flyer, posters, leaflets, presentations or talks to various organisations, or via Community Champion volunteers spreading the word.

TIMING/PLACE

When is the best time to try and engage and where?

Example

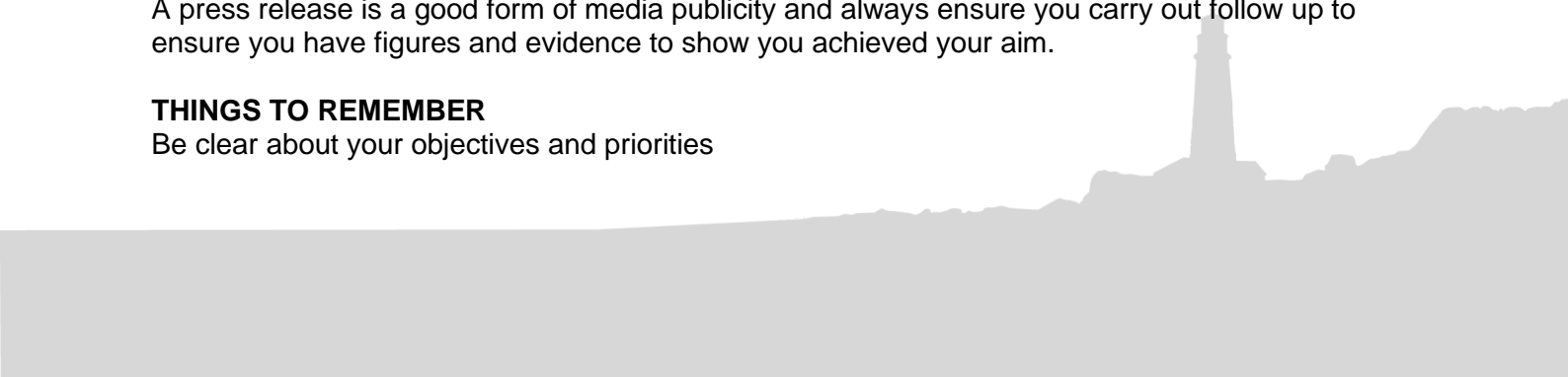
Check to see if any other events are taking place which are aimed at the target audience and that you could join in on. Identify target areas, e.g. if you are trying to target young people, what do they like to do? Are they attending festivals, fairs, meals, single clubs, student meetings, film screenings, arts events and craft fairs or sports or fundraising events? What about older people? Where do they meet? What kinds of events would interest them?

MAXIMISE IMPACT

A press release is a good form of media publicity and always ensure you carry out follow up to ensure you have figures and evidence to show you achieved your aim.

THINGS TO REMEMBER

Be clear about your objectives and priorities



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ramblers
at the heart of walking

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Be clear about your audience

Be realistic about your budget

Do a PR plan and think of opportunities

Set targets, numbers, or how much money to you may need to raise

Make sure the event reflects the brands and values and vision of the Ramblers: refer to the Factsheet on this website about the Ramblers Fresh Air, Firm Ground/Ramblers Strategy.

