

# HOW-TO GUIDE



## WRITE A MEDIA RELEASE AND SEND

Download the letterhead template at [turn2us.org.uk/pj5000](http://turn2us.org.uk/pj5000) and write your release. Remember to include a title and start your release with something catchy, to grab the Medias' attention. Don't forget to include the contact details of the person sending the release at the bottom under the heading 'media contact'.

## USE THE PJ 5000 LOGO

The number one rule with using a logo is to make sure you don't stretch the logo in any way. When re-sizing the logo, use only the corners to keep it in its original restraints.

## ORDER COLLATERAL

Send your edited collateral templates to [pj5000@turn2us.org.uk](mailto:pj5000@turn2us.org.uk) and discuss whether the printing will be done internally through Turn2us printing suppliers or your own local suppliers.

## EDIT COLLATERAL

Download the templates for all collateral at [turn2us.org.uk/pj5000/pjheadquarters](http://turn2us.org.uk/pj5000/pjheadquarters). Our templates have been built so you can edit them and use them. If you have any questions on these please contact Ashleigh.

## GET SPONSORS

Go along to networking events such as rotary and chat about your event and let everyone know that you are looking for sponsors. If anyone shows interest, ask for their business card and send the sponsorship proposal to them ASAP.

## REGISTER A PARTICIPANT

Head to [turn2us.org.uk/pj5000](http://turn2us.org.uk/pj5000) and follow the leads for registration. Contact Ashleigh if you come across any issues.

## ORDER VOLUNTEER SHIRTS

Request the number of volunteer shirts you need by emailing Ashleigh with X weeks notice of needing them.

## UNDERTAKE A RISK ASSESSMENT

Follow the template found at [turn2us.org.uk/pj5000](http://turn2us.org.uk/pj5000). Visit the location of the event and fill in assessment according to content. Feel free to contact Turn2us HQ for assistance with this.

## WRITE A COMMUNICATION PLAN

Discuss with your fellow organisers, who your audience is and then work out how you are going to communicate with them. Being a young audience your best friend will be social media but look at other areas such as notice boards, local print media, and aim to secure in-kind sponsorship for advertising opportunities. Once you have explored all avenues, list them in a spreadsheet and work out the times you will use these to make your recruitment media and marketing effective.

## DEVELOP A BUDGET

Set yourselves a fundraising and participant target you think you can achieve. Remember to make this ambitious but also achievable. There is nothing worse than setting yourself an unrealistic target and not reaching it!

Next step is to plan out the production side of things. Compile a list of items you will need to hire/buy and work out the rough cost of these. This will then give you an approximation of how much you will spend. A budget of approximately 7% of your target is a good indicator.

## ORGANISE A LAUNCH EVENT

Try and find a venue for this that will give you a good deal or will provide free of charge. You may be able to develop a relationship with a business who is willing to provide sponsorship in return. Make sure to invite your teachers and heads of department to this launch so they can see how great a job you are doing. It will also be a good idea to invite members of the media to the event.

## RECRUIT ON-THE-DAY VOLUNTEERS

Being a College / University event, you should have no worries in recruiting some first year events students to help be your volunteers on the day. Other places to look would be college / University clubs, or community groups. The number of volunteers will depend on the size of your event. We recommend at least 10 volunteers for every 100 participants.

## FIND INFORMATION ON TURN2US AND POVERTY

Visit our website [turn2us.org.uk](http://turn2us.org.uk) or email Ashleigh.

## WRITE AN EFFECTIVE SOCIAL MEDIA POST

You want something that is going to capture an audience's attention so they will engage with you. The best way to do this is to always include something eye-catching such as a photo, a video or link. You always want your audience to find out more. Make sure you are not saturating your audience. Use the social media calendar to plan your postings i.e. don't post 5 posts a day. It is also wise to plan the time of day you post; the busiest time in the social media world are 9:00am, 1:00pm and 3:00pm. From research, you will get the most likes at 9:00am, the most shares at 1:00pm and the most clicks at 3:00pm.