

#CCEvents

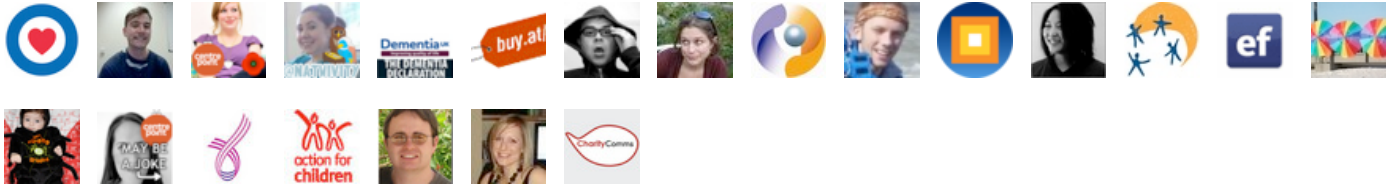
Marketing on a Shoestring

Tweets from the Marketing on a Shoestring Conference, 2 December 2010

Trending Words

#ccevents, -, rt, social, @charitycomms, media, marketing, charities, use, conference, make, facebook, @teridoubtfire:

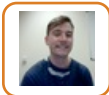
Event Participants





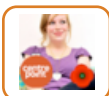
RT @TeriDoubtfire: @leahmouse praised @rafbf 1940's chronicle campaign case study @NFPtweetup: <http://slidesha.re/fHwFxm> #ccevents #nfptweetup

02-Dec-10 17:01 | RAFBF



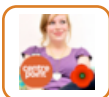
@TeriDoubtfire Thanks for tweeting from the #ccevents it was really useful.

02-Dec-10 16:07 | damienclarkson



Busy day tweeting at #ccevents - hope you enjoyed it (wifi permitting!) and now back to @beautifulw unless we're snowed in!

02-Dec-10 16:06 | TeriDoubtfire



And that's it for today! An excellent day at #ccevents, and thanks to all the speakers and to everyone at @charitycomms

02-Dec-10 16:04 | TeriDoubtfire



Align your communications - DREAM. Drop, retain, evolve, add, manage #ccevents

02-Dec-10 15:58 | TeriDoubtfire



RT @teridoubtfire Key messages: what's going on? Why is this important? Response: what do you want? How will you help? #ccevents #charitytip

02-Dec-10 15:56 | girlcharity



RT @buyatwebshops: We've had a lovely day talking to lots of chariites at the #ccevents in London. Shout outs to @guidedogs @DementiaUK @bccare @CLIC_Sargent

02-Dec-10 15:55 | DementiaUK



We've had a lovely day talking to lots of chariites at the #ccevents in London. Shout outs to @guidedogs @DementiaUK @bccare @CLIC_Sargent

02-Dec-10 15:55 | buyatwebshops



Develop key message grid: what's going on in the world? Why is this important? Response: what do you want? How will you help them? #ccevents

02-Dec-10 15:55 | TeriDoubtfire



Talk to people on the tube, find out what they think... warning they will shuffle away from you! #ccevents

02-Dec-10 15:52 | TeriDoubtfire



Brand positioning won't communicate by itself - link back to key audiences, and then get real! Who are the main audiences? #ccevents

02-Dec-10 15:51 | TeriDoubtfire



Need for a coherent brand (not a consistent one) to talk to different audiences - it's not always one size fits all #ccevents

02-Dec-10 15:46 | TeriDoubtfire



Defining a brand: Answer 1. what do we do? scope/status 2. why do we do it? ambition/ethos 3. How do we do it? style/response/focus #ccevents

02-Dec-10 15:44 | TeriDoubtfire



Describing your charity/brand: building & using reputation in a distinctive and relevant way #ccevents

02-Dec-10 15:42 | TeriDoubtfire



love this idea RT @TeriDoubtfire Describe your org in 1 sentence. see if your neighbour knows who you are (cover your name badge!) #ccevents

02-Dec-10 15:40 | pauldegregorio



It's a crowded market out there! Need to be very focused, and very engaging #ccevents

02-Dec-10 15:24 | TeriDoubtfire



RT @TeriDoubtfire: 162,000 charities in the UK - this number increased by 2,000 in the last year #ccevents

02-Dec-10 15:23 | timeandtalents



162,000 charities in the UK - this number increased by 2,000 in the last year #ccevents

02-Dec-10 15:23 | TeriDoubtfire



Final breakout sessions in the main hall: Communicating the essence and uniqueness of your organisation #ccevents

02-Dec-10 15:22 | TeriDoubtfire



There is possibly more cake and biscuits at #ccevents than in the @beautifulw office... didn't think it possible!

02-Dec-10 15:06 | TeriDoubtfire



And now for a quick cake break before the last session this afternoon... #ccevents

02-Dec-10 15:03 | TeriDoubtfire



We're back from the @CharityComms conference & got some really positive feedback from our rebrand presentation. High 5! #ccevents

02-Dec-10 15:03 | DementiaUK



Veterans' video one of the best investments we made - it just says it all #ccevents

02-Dec-10 14:58 | TeriDoubtfire



Find mentors, ask for advice AND listen to it. Build relationships - it can be hard work, but worth it. #ccevents

02-Dec-10 14:54 | TeriDoubtfire



Know your product - sell with passion, and thank with sincerity. Write personal p.s., hand write, address envelopes #ccevents

02-Dec-10 14:54 | TeriDoubtfire



Start to integrate = really fundamental part of success this year #ccevents

02-Dec-10 14:50 | TeriDoubtfire



You've got to think long-term (took us 5 years!), especially if you're doing it on a shoestring #ccevents

02-Dec-10 14:49 | TeriDoubtfire



Fundraising up three-fold since 2005 #ccevents

02-Dec-10 14:48 | TeriDoubtfire



Launch saw fundraising, marketing and comms truly integrated for the first time #ccevents

02-Dec-10 14:46 | TeriDoubtfire



Influence the decision maker - and create national campaign. #ccevents

02-Dec-10 14:45 | TeriDoubtfire



Focus has been on building constituencies #ccevents

02-Dec-10 14:32 | TeriDoubtfire



Crafting Appeal specific literature, inc. case for support - make sure you have control of messaging/presentation #ccevents

02-Dec-10 14:30 | TeriDoubtfire



How so integration? Fundraising: recruited an Appeal Chairman (and lead donor), and Appeal director #ccevents

02-Dec-10 14:29 | TeriDoubtfire



New strategic focus: launched The Enemy within Appeal (instead of 90th anniversary) #ccevents

02-Dec-10 14:27 | TeriDoubtfire



Become the org the media go to - but make sure you can back it up. Only takes one journalist to suggest otherwise #ccevents

02-Dec-10 14:25 | TeriDoubtfire



At the end of 2009 - still on an upward curve! #ccevents

02-Dec-10 14:24 | TeriDoubtfire



Force multipliers: greatness is sum of its parts #ccevents

02-Dec-10 14:21 | TeriDoubtfire



Building blocks: collect names, journalist contact, notes - learning how to help the media #ccevents

02-Dec-10 14:19 | TeriDoubtfire



No quick fix - takes time #ccevents

02-Dec-10 14:18 | TeriDoubtfire



Clunky static website - with no human element. Annual review didn't include mention of people, media coverage not monitored #ccevents

02-Dec-10 14:16 | TeriDoubtfire



2005: No PR agency, no dedicated comms function - split roles, developed 24hr press accessibility #ccevents

02-Dec-10 14:14 | TeriDoubtfire



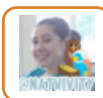
2003 Combat Stress recruited first professional fundraiser - by 2005 6.5 full time staff #ccevents

02-Dec-10 14:13 | TeriDoubtfire



Combat stress - Launch of The Enemy within appeal: <http://bit.ly/awl23s> #ccevents

02-Dec-10 14:11 | TeriDoubtfire



RT @teridoubtfire: Communities - go to where they are, and where they're talking. Social media great for this #ccevents #charitytip

02-Dec-10 14:09 | girlcharity



Quick break before Plenary 3: How can comms & fundraising depts work together to create strong cost effective marketing materials? #ccevents

02-Dec-10 13:58 | TeriDoubtfire



Pay for insight last: TGI, Experian, Mintel #ccevents

02-Dec-10 13:44 | TeriDoubtfire



Trendwatching.com, upmystreet, BBC audience insight, think tanks, UK tribes, find the right bloggers - and follow right rants #ccevents

02-Dec-10 13:44 | TeriDoubtfire



Start with free stuff: Google, local & national govt. sites, annual reports, PCTs, quangos, other charities or companies, ONS #ccevents

02-Dec-10 13:41 | TeriDoubtfire



Audience: who, where, hobbies, what they think? #ccevents

02-Dec-10 13:37 | TeriDoubtfire



Know your audience before you spend any money on reaching them - @Forster4Change this is where social marketing can help #ccevents

02-Dec-10 13:35 | TeriDoubtfire



Evaluation is important - but can be painful, particularly if it didn't work! #ccevents

02-Dec-10 13:34 | TeriDoubtfire



Why do you send a newsletter? "Because we've always sent one...?" Know you're audience, and what they want #ccevents

02-Dec-10 13:33 | TeriDoubtfire



Always formal and informal objectives about what you're trying to achieve... need to be clear about both #ccevents

02-Dec-10 13:29 | TeriDoubtfire



Mystique around communications channels... Just so we're clear, Twitter: noun, Tweet: verb! #ccevents

02-Dec-10 13:28 | TeriDoubtfire



We've never had it so good - in terms of communications #ccevents

02-Dec-10 13:26 | TeriDoubtfire



Putting your audience at the heart of your marketing... how do you get people to do stuff? #ccevents

02-Dec-10 13:25 | TeriDoubtfire



Lunch and speed networking over, and @Forster4Change up next... #ccevents

02-Dec-10 13:24 | TeriDoubtfire



Thanks to @leahmouse @cafedumonde! And now for lunch... #ccevents

02-Dec-10 12:25 | TeriDoubtfire



@leahmouse praised @rafbf 1940's chronicle campaign case study @NFPtweetup: <http://slidesha.re/fHwFxm> #ccevents #nfptweetup

02-Dec-10 12:24 | TeriDoubtfire



What do you want to achieve using social media? Make use of free tools available, and what would work for you #ccevents

02-Dec-10 12:21 | TeriDoubtfire



Although don't discount celebs with smaller followings, they may have a smaller but more loyal/comitted following #ccevents

02-Dec-10 12:07 | TeriDoubtfire



Celebrity tweets on Twitter - just one tweet can have a huge impact/tweet reach! #ccevents

02-Dec-10 12:05 | TeriDoubtfire



Response to wedding blog - commented, Tweeted - make the most of what people are doing anyway and amplify it #ccevents

02-Dec-10 12:03 | TeriDoubtfire



@leahmouse recommends www.socialmention.com #ccevents

02-Dec-10 12:01 | TeriDoubtfire



@bbcare forum on website - 1 post every 4 minutes! Still very important community, not trying to replace with Facebook or Twitter #ccevents

02-Dec-10 12:00 | TeriDoubtfire



Introduced Twitter league table - excellent tweeters get trophy (or twophy?!) Positive reinforcement #ccevents

02-Dec-10 11:58 | TeriDoubtfire



Produced social media guidelines - derived from group sessions. Official guidelines signed off last week! #ccevents

02-Dec-10 11:57 | TeriDoubtfire



Twitter training sessions to get staff involved - including CEO. Framework, so people feel safe using it #ccevents

02-Dec-10 11:54 | TeriDoubtfire



Need to know your organisation & how they feel about social media - generated positive response @bccare #ccevents

02-Dec-10 11:53 | TeriDoubtfire



Over 10,000 followers on Twitter - cake to celebrate! #ccevents

02-Dec-10 11:52 | TeriDoubtfire



Seperate events Facebook page to manage regular updates - often more to say about events @bccare plus different audience #ccevents

02-Dec-10 11:49 | TeriDoubtfire



Use Facebook for community building with core supporters - instead of just marketing #ccevents

02-Dec-10 11:47 | TeriDoubtfire



RT @BCCare: Today we're at the @charitycomms conference talking to other charities about how we use social media. Your tweets will feature! #ccevents

02-Dec-10 11:47 | ergonjon



Facebook presence - need to keep on top of updates and available tools #ccevents

02-Dec-10 11:47 | TeriDoubtfire



Use of Youtube and Vimeo for video content #ccevents

02-Dec-10 11:46 | TeriDoubtfire



Wow, with #mtevents on at the same time as #ccevents, it's a double whammy of learning!

02-Dec-10 11:27 | rochelldancel



@rochelldancel And there is often an expectation with social media based things that everything should be free. #ccevents

02-Dec-10 11:24 | chanceuk



Agreed. RT @rachelbeer Free is not always best #ccevents

02-Dec-10 11:13 | rochelldancel



RT @mokuska: RT @BCCare We're at the @charitycomms conf talking to other charities about how we use social media. Your tweets will feature! #ccevents

02-Dec-10 11:06 | easyuk



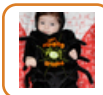
Hoping @cafedumonde can get to @charitycomms conference despite cancelled trains. Otherwise our double act will be short of funny. #ccevents

02-Dec-10 11:06 | leahmouse



Is there couscous for lunch? #ccevents

02-Dec-10 11:05 | robinbogg



RT @BCCare We're at the @charitycomms conf talking to other charities about how we use social media. Your tweets will feature! #ccevents

02-Dec-10 11:04 | mokuska



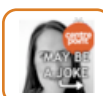
@TeriDoubtfire Maybe you should be clear that you are just reporting what the speakers are saying, not your own opinions! ;) #ccevents

02-Dec-10 11:02 | rachelbeer



@RochelleDancel Refuge very complimentary of work delivered but acknowledged some difficulties b/c paid clients a priority #ccevents

02-Dec-10 11:01 | TeriDoubtfire



@RochelleDancel @terdoubtfire Depends on the agency. More a question of the right expertise, I would say. Free is not always best #ccevents

02-Dec-10 11:00 | rachelbeer



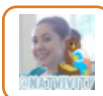
Today we're at the @charitycomms conference talking to other charities about how we use social media. Your tweets will feature! #ccevents

02-Dec-10 11:00 | BCCare



... pro bono shouldn't mean an expectation of lesser (or worse) service from either an agency/contractor or the client (cc #ccevents)

02-Dec-10 11:00 | rochelldancel



RT @teridoubtfire: Be clear on philosophy for your charity - across the whole org. #ccevents #charitytip

02-Dec-10 11:00 | girlcharity



Be creative, recognise assets you have and make the best of them #ccevents

02-Dec-10 10:59 | TeriDoubtfire



Don't agree with this... RT @TeriDoubtfire Relying on pro bono agencies isn't easy as always at bottom of pile #ccevents

02-Dec-10 10:58 | rochelldancel



Everyone listening hard @CharityComms #ccevents <http://yfrog.com/b73dzj>

02-Dec-10 10:55 | TeriDoubtfire



Relying on pro bono agencies isn't easy as always at bottom of pile - but good relationship helps! Help them to help you #ccevents

02-Dec-10 10:53 | TeriDoubtfire



Celebrity support: spend time building relationships with those who truly care #ccevents

02-Dec-10 10:50 | TeriDoubtfire



Simple facebook app allowed people to sign petition on Facebook - signatures doubled! #ccevents

02-Dec-10 10:49 | TeriDoubtfire



Digital day of action - twitter, facebook - existing donors 'viral seed' #ccevents

02-Dec-10 10:48 | TeriDoubtfire



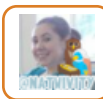
Video's on microsite really powerful - families affected by domestic violence. #ccevents

02-Dec-10 10:47 | TeriDoubtfire



Need for mass exposure, think tactically about events and possible coverage/exposure #ccevents

02-Dec-10 10:43 | TeriDoubtfire



RT @teridoubtfire Know your media contacts, say yes as much as you can, but make sure the coverage will work for too #ccevents #charitytip

02-Dec-10 10:42 | girlcharity



Quick response is key - be the first voice on new legislation or otherwise #ccevents

02-Dec-10 10:41 | TeriDoubtfire



Know your media contacts and say yes as much as you can, but make sure the coverage will work for too #ccevents

02-Dec-10 10:39 | TeriDoubtfire



Refuge 4 ways to speak out campaign: based around a microsite #ccevents

02-Dec-10 10:36 | TeriDoubtfire



Benefits of linking up with corporate partner, in case of Refuge - Avon. #ccevents

02-Dec-10 10:35 | TeriDoubtfire



All charities trying to get exposure, all struggling with budget cuts #ccevents

02-Dec-10 10:34 | TeriDoubtfire



Reach out to women, as well as challenge negative attitudes #ccevents

02-Dec-10 10:33 | TeriDoubtfire



Communication challenges with Refuge - domestic violence hidden behind closed doors #ccevents

02-Dec-10 10:32 | TeriDoubtfire



Making our way over to #ccevents for our Workshop on our rebrand!

02-Dec-10 10:21 | DementiaUK



Marketing doesn't happen over night-it's about the long term #ccevents

02-Dec-10 10:18 | TeriDoubtfire



Be clear on philosophy for your charity - across the whole org. #ccevents

02-Dec-10 10:14 | TeriDoubtfire



Take risks to meet the needs and wishes of beneficiaries - empowerment is key. #ccevents

02-Dec-10 10:14 | TeriDoubtfire



Successful marketing requires all 3 components/products #ccevents

02-Dec-10 10:09 | TeriDoubtfire



3 types of products charities deliver: goods, services and ideas says Prof Ian Bruce #ccevents

02-Dec-10 10:04 | TeriDoubtfire



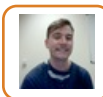
@RSArchery Morning, its @CharityComms marketing on a shoestring event but having internet issues! #ccevents

02-Dec-10 10:01 | TeriDoubtfire



Having a few laptop issues... Hang on in there #ccevents

02-Dec-10 09:48 | TeriDoubtfire



Looking forward to following @CharityComms and @TeriDoubtfire tweets from todays charity comm's conference #ccevents

02-Dec-10 09:42 | damienclarkson



Prof Ian Bruce begins the first plenary: can we afford not to do marketing? #ccevents

02-Dec-10 09:41 | TeriDoubtfire



Battled thru the snow to get to the #ccevents great turnout considering the weather!

02-Dec-10 09:41 | vicprince



Just about to kick off... #ccevents

02-Dec-10 09:39 | TeriDoubtfire



Just setting up for the @CharityComms conference this morning with lots of hot coffee #CCEvents

02-Dec-10 08:39 | CharityComms



Just arrived @CharityComms - hope nobody has been trapped by the snow! See you all soon... #ccevents

02-Dec-10 08:36 | TeriDoubtfire



@DementiaUK Definitely - and the cakes are always yummy :) #ccevents

01-Dec-10 15:30 | TeriDoubtfire