

communications' plan

Name of initiative: *At Your Service*

Timings: *Community service week, June 2004*

Summary of initiative: *A week of activity to prove and extend charities' support for community service by offenders*

1. Bung down everything that's uppermost in your mind about communications for this initiative, eg ideas, concerns, options, barriers

How to involve probation service nationally and locally

Which are priority charities

Money!

Time!!

Risks, eg of making matters worse

Users' voices – offenders and beneficiaries

Action points		
what	who	when
Check out Charity Fair	Marion	By Jan 5

2. What are the best possible outcomes for this initiative:

a. Prison population starts to come down

b. Judges and magistrates feel more enthusiastic about CS and give more community service orders and fewer prison sentences

c. media seek out engaging CS stories

d. Politicians consistently promote CS within their constituencies, in Parliament and in the media

e. the probation service sets up a national CS body

f.

Action points		
what	who	when

3. What are the most modest outcomes that are acceptable?

a. Increased awareness of the wastefulness of prison and the relative merits of CS

b. judges and magistrates know that charities support CS

c. positive coverage for charity support for CS in 'quality' media

d. All Party Penal Affairs' and Charities' groups launch joint campaign (or at least hold joint meeting!!)

e. Probation service canvasses support for national CS body

f.

action points		
what	who	when

4. Who are your internal ‘targets’ (eg staff, volunteers, trustees, perhaps some partners and stakeholders) and what particular issues are there, eg what might motivate or worry them?

Staff
Committee members
Probation public relations’ officers

Action points		
what	who	when

5. Who are the key external targets for each of these objectives?

desired outcome	target	what target needs to feel, think, do
<i>Prison population</i>	<i>sentencers</i>	<i>confident re: CS, know that charities support CS, use CS more</i>
	<i>media</i>	<i>enthused re: great human interest stories</i>

Action points		
what	who	when

6. How might you reach these targets? (See following pages for ideas.)

Target 1 (Sentencers) – Magistrate magazine, Magistrates Association website, ??mailshot? What about judges?? Fab informational product, eg desk tidy with key sentencing info??

Target 2 Media – news releases, fancy briefings

Target 3 etc

Target 4

Action points

what	who	when

an a – z of promotional ideas and triggers

- advertising
- arts and cultural events
- awards
- banners
- billboards
- branding
- brochures
- brooches and ribbons
- business cards
- charities (what about link-up with charities favoured or run by your target groups - eg Golfers Give Goats?)
- competitions
- conferences
- county shows
- cross-marketing
- customer relations
- demonstrations (of either sort!)
- direct mail
- directories
- discounts
- e-mail, including automatic signature + message
- exhibitions
- faith communities
- films, including piggy-backing on relevant big new releases
- hospitality
- information promotional products (chocolates, pen holders etc)
- inserts and flyers
- in-store displays and events
- launches
- leaflet
- letterheads
- mail order
- media pack
- networking
- newsletters

- offices, including windows as advertising medium
- packaging
- photo-call
- posters
- press conference
- prizes
- professional development, including curriculum contents
- quotes and endorsements
- radio
- samples
- schools pack
- seasonal – Halloween, Groundhog Day, Fathers’ Day, Diwali, Chanukah
- seminars, workshops, conferences
- signage
- soap operas – stars, story-lines, producers
- social events
- speaking engagements
- stunts
- television
- website
- zaps (American direct action events)
- zeitgeist
- zest

7. What sorts of messages would you want to convey?

Target 1 (Sentencers) Charities say “Send them to us, not to prison”

Target 2 Media - there are lots of strong human interest stories and we can help with access

Target 3

Target 4

Action points

what	who	when

8. What might it cost to convey these messages?

Target	Communications' channels	minimum cost	maximum cost
<i>Sentencers</i>	<i>trade press – news, letters, articles, flyers. Direct mail (30,000)</i>	£20	£5,000
<i>Media</i>	<i>Media releases, info product, lunchtime briefings</i>	£20	£2,000

Action points

what	who	when

9. What are the possible sources of income, including support in kind (volunteers, donated equipment, pro bono professional services etc)

Charitable trusts
National Probation Directorate
PR agency (pro bono)

Action points

what	who	when

10. What's the timetable?

month	communications' tasks	money & resources	people
1	<i>Ideas for branding and educational materials</i>	<i>Draw up rough budget for advisory group to discuss</i>	<i>Set up advisory group</i>
2	<i>Produce brief for name logo, strapline</i>	<i>List potential funders & draft project proposal for Ad. gp comments. Apply to funders</i>	<i>Advisory group meets</i>
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Action points

what	who	when

11. What monitoring and evaluation system are you going to use?

Payback's *Right from the Very Start*

Action points		
what	who	when

12. Check that all the issues that you put in question 1 have been covered in the plan, and if they haven't, go back and add them in the appropriate places.

Okey dokey

Action points		
what	who	when