

HANDOUT

How to Promote and Publicise your WI

PROMOTIONAL TOOLS AND METHODS

1. WHAT

MyWI Communications and PR, Publicising your WI

- Recruitment materials - Become a member leaflet
- Invitation
- Promotional posters
- WI Calendar, Events 2022
- WI benefits poster
- QR code poster
- Description of the WI poster

Social media - Facebook, Twitter, Instagram

Poster - advertising WI, a monthly WI meeting, an open meeting

Leaflets/flyers

WI website

WI programme

WI banner

WI logo

Giving a talk

2. WHERE

WI promotion event – display craft, baking, photographs

WI events and activities

WI Life

WI newsletters

Federation events and activities

Local newspaper

Local radio

Local community events

Local council offices

Local shop windows i.e., newsagents

Social prescribing

Community noticeboards

Parish magazine

Libraries

County shows

Estate agents

New build

Doctors surgeries

Mum's groups/playgroup/creche

Brownies/Girlguiding

Schools

Universities

Carers Forum Group

Gyms

Leisure Centres

Employment Association Groups

Large companies

Forces networks