

Hello.

**YOUTH
INVESTMENT
FUND**

**Still reaching the same
people?**

*How to grow your supporter
communities*

Rachel Hicks

Consultant

Eastside People

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Introductions

Quick round of intros...

- Whose messages are you pleased to see?

BLOOM
& WILD

Still reaching the same people? Let's be honest...

- Are the same dedicated group of people liking every post?
- Do all your donations come from the same small group of people?
- Are you regularly recruiting new volunteers?
- Do new families and young people struggle to find you?

What's your biggest challenge or barrier to growing your audience?

Where are you now?

Which of the following most closely describes your current approach to marketing and communications?

- A) We don't really have one
- B) It's reactive and inconsistent
- C) We post on social media occasionally
- D) We have a clear plan and stick to it

Growth isn't necessarily about doing more...

Growth comes from clarity and consistency

Not:

- More platforms
- More pressure
- More content

Simple, strong messages, regularly shared

Why it's hard to grow...

- No dedicated marketing staff/very small team with other responsibilities
- Lack of time
- Lack of budget
- Anxiety about 'getting it wrong' – especially around social media
- There's always something more urgent to do...

Are you broadcasting or building community?

Broadcasting	Building Community
'Here's what we did...'	'Here's the difference you're part of...'
Updates	Invitations
Information	Belonging
What we need	How you can help us
What we do	How we can help you

Are you speaking to the right people?

- Young people and families
- Community champions (parents, volunteers, trustees)
- Funders & donors

Which of these do you communicate with most?

A framework for growing your audience...

- Be discoverable
- Clarify your message
- Aim for sustainable visibility
- Build your team
- Engage your advocates
- Connect to existing networks

Be discoverable: can people find you online and in person?

- Clear homepage?
- Location obvious?
- Google presence?
- Ways to get in touch?
- Physical signage?

Quick tips: ask a friend who doesn't know your organisation to look it up online and report back; ask visitors if it was easy to find your site.

Clarify your message: choose impact over activity

Instead of

“We ran four sessions...”

Say

“23 young people had a safe place to go after school...”

Simple messaging formula

Who you help + **what changes** + **why it matters**

*“We support **vulnerable teenagers in Tang Hall** to **build their confidence** and **stay engaged in education.**”*

Develop clear, consistent messages and don't be afraid to repeat them!

Aim for sustainable visibility

Consistency beats intensity – you need to establish a communications rhythm that is realistic and sustainable for your organisation.

- 1 or 2 platforms done well, a monthly email and a quarterly press story is much better than
- trying to maintain 5 platforms and only posting occasionally.

Make a plan and stick to it!

Build your team

*****Especially important if you don't have dedicated marketing/comms staff*****

- Share the load – and provide a development opportunity at the same time
- Hold each other accountable – regular agenda item
- Nominated trustee for marketing and communications
- Involve volunteers and, where appropriate, your young people

Engage your advocates...

When you are looking to grow your audience, the people who already know you and support you are your biggest asset. And they all have networks of their own.

- **Do trustees share your posts?**
- **Do parents talk about positive experiences?**
- **Do volunteers know how to talk about your organisation?**

Easy activation ideas

- Provide ready-made shareable posts (Canva is your friend...)
- Tag and thank volunteers on social media
- ‘Bring a friend’ events
- Supporter spotlight stories

Help your trustees to get the message out...

- Make sure the organisation and, ideally, at least one senior member of staff has a LinkedIn profile
- Encourage trustees to mention their involvement and their motivation online and when networking locally
- Involve them in developing your clear messages and then brief them every couple of months on what you'd like them to be saying – both in general and when there's something specific e.g. a fundraising event; new programme

Connect to existing networks

- Local CVS – can often advertise volunteering opportunities; share events in their newsletter
- Chamber of Commerce/other business networks/council business newsletter – often looking for speakers; keen to support local charities
- Local university/college volunteering programmes
- Hyper-local publications
- Local Facebook groups

Why this matters...

Audience growth leads to:

- More small donors
- Stronger grant evidence
- Greater awareness and interest among local businesses which may lead to support
- Building your pipelines for the future

Putting it into practice...a 3-month action plan

Month 1: Clarify

- Review your website and web presence more generally; update home page and ensure contact details are clear including links to any social media (updating your website needs to be easy...but sometimes it isn't!)
- Check the bio on any social media channels – make sure they mention your impact, not just your actions
- Identify your three main audiences and the best ways to reach them

Putting it into practice...a 3-month action plan

Month 2: Activate

- Ask five supporters to share one or more posts on social media
- Collect two new case studies/impact stories for sharing with supporters
- Send an email to current supporters asking them to spread the word – encourage friends to follow you on social media/sign up to your newsletter

Putting it into practice...a 3-month action plan

Month 3: Grow

- Organise a ‘bring a friend’ activity (either to a regular youth session or special event)
- Local press outreach
- Run a small campaign with your supporters – either to grow database, fundraise for a small project or encourage additional volunteering

You don't need a big team...

...you need

- Clarity
- Consistency
- Community

Q&A

Time for questions and discussion...

- Practical challenges
- Specific examples
- Things you're struggling with...





Rachel Hicks

rachel@eastsidepeople.org

Thank You.