



Lessons from Marketers, Blackburn, the Trotskyites and Obama



Describing what the 'offer' is

- Sometimes called the **unique selling proposition (USP)** in marketing.
- **It is what makes your work stand out.** It's what makes you different and earns you a special place in the minds of your potential customers.

Ideas:

- Being the best isn't enough.
- Everyone tries to be the best. You will compete with everyone if this is your USP



How about:

- Use your 'personality'
- Explore the intersection of ideas
- Think big – more than 'health'

Once you have your USP, communicate it clearly and often



Your 'offer' / Unique Selling Point

- Take 5-10 minutes talking in your teams and think about what your project 'offer' is.
- **Write a sentence describing it, as you would to a new person thinking of joining**

Shadsworth View



- 2 weeks to recruit volunteers to a project to create a community gallery.

The Approach

- Enlist local staff and networks
- Incentivise
- Clear information about what, when, where
- Considered barriers
- Use of **personal invite**



Shadsworth View

SHADSWORTH VIEW IS A CREATIVE PROJECT FOR YOU TO SHARE IDEAS AND SHOW WHAT YOU THINK ABOUT SHADSWORTH.

We need, residents on the estate, young families/carers and young people to take part.

Please come along to our drop-in and we'll tell you all about it. You don't have to write anything, or even say anything. DISPOSABLE CAMERAS will be given out and when you've done we can all get together and exhibit your images and ideas.

We'll provide a breakfast buffet on the day and if you bring this invite along, we will enter it into a prize draw for a £20 voucher of your choice.

Free Creche places available by calling: (01254) 268929

Dear:

You are invited by:

Monday
20th July
10am – 12noon

**Community Cafe,
Shadsworth
Children's Centre,
Shadsworth Road.**



Shadsworth View



BLACKBURN
with
DARWEN
BOROUGH COUNCIL

Personalising the Offer



- Used staff who have contact with local people as recruiters
- Briefing produced for staff – explaining why and how
- Given small targets – 5 per staff member
- Asked to pass on briefings and 5 invites to 5 more staff/people



- If you were asked to hand out an invitation to join your group/project.

Individually, List 5 people you would hand it to.

Learning From Obama



Lets get
better
together

The conventional wisdom in Washington is you have to be backed by big money, usually from a few gate keepers: Obama instead embarked on raising small monies from millions of people who were continuously sold a cause, given a variety of opportunities of owning it, and encouraged to add to this momentum in many small ways.



The Obama Lessons



Lets get better together

- **Ask a little and give people control and influence**
 - List a way you can involve people in your work
- **Empower super users/influencers**
 - List a super user / influencer
- **Going where the people are**
 - List 3 places groups meet
- **Using tools people are familiar with**
 - List a medium which people will respond to
- **Ensuring that people can find your content**
 - List 1 idea for a 'leave behind' or point of reference

Learning from the Trotskyites

**YOUR
WAY...**

**Lets get
better
together**



Recruiting Revolutionaries...



- Always on the look out for potential recruits
- Always have a bag full of leaflets or magazines
- Monday morning meetings in the greasy spoon cafe with lists
- Lists at stalls
- Lists at paper sales
- Follow up names- arrange meetings, invite to events, send an email, etc
- Use charm and have fun

The lesson?



Lets get
better
together

- Successful Trotskyites are systematic.....
- Successful recruitment uses:
- Lists
- Every opportunity
- Effort
- And a certain amount of personal charm!

Lunch



**YOUR
WAY...**

**Lets get
better
together**