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#InvestinWomenChangemakers

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Building social communities



Who do you class as your community or network?

How are you mobilising your community to create opportunities, maximise resources and unlock talent to make a difference?

This session will look at:

- Mapping where talent and energy lies
- Managing and mobilising communities on and off Social Media
- Attracting and managing volunteers

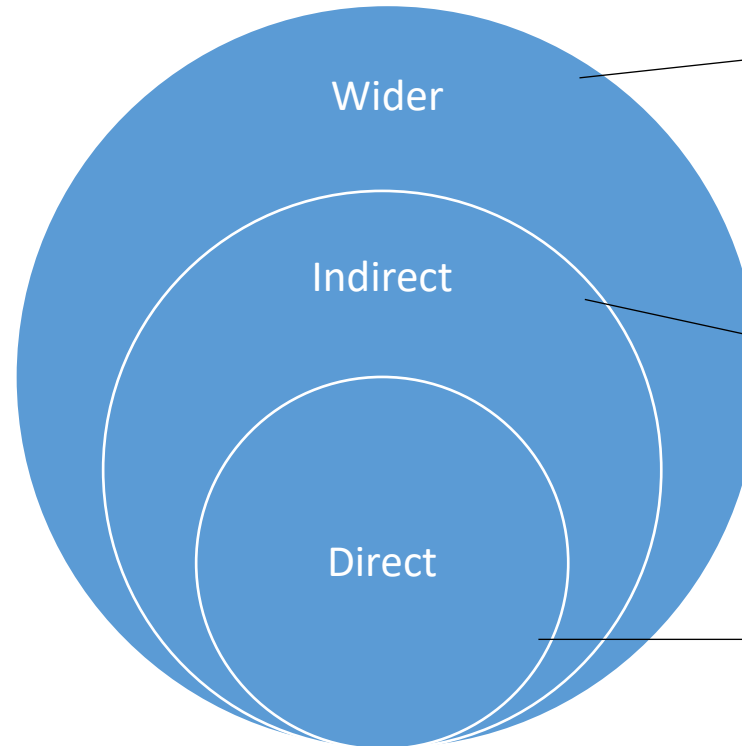


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Who makes up your community? Who are your beneficiaries, stakeholders

**Think about those
closest to you and then
work your way out like
a ripple effect**

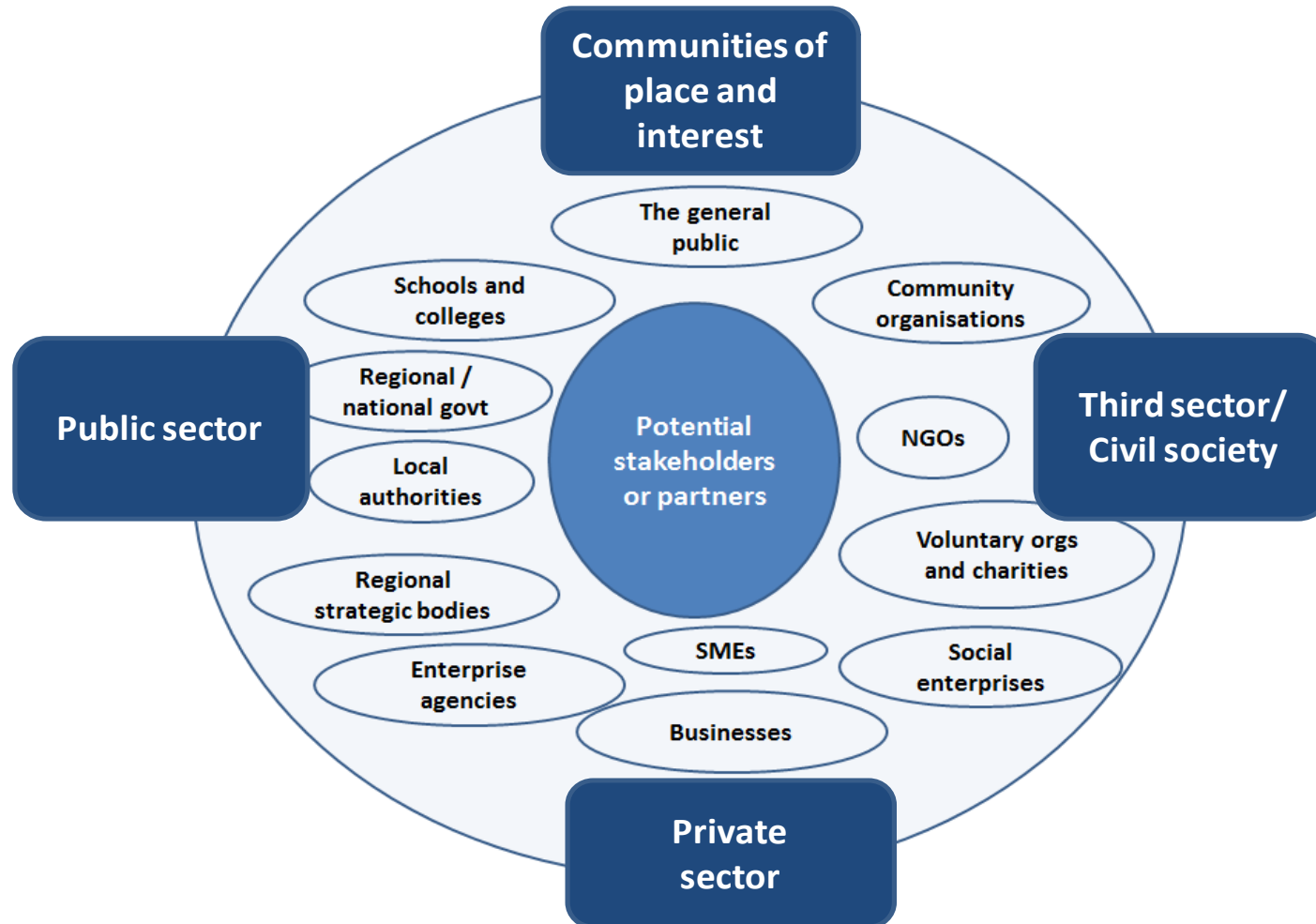


Those that will have a benefit, even though they may not come into contact with you.
(Cycling UK, Andy Burnham, People trying to boost health and lower transport emissions)

Those who will benefit from the work you do with direct stakeholders
(families, carers, venues, cycling suppliers, local parks, TfGM)

Those who directly have a benefit from the work that you do
(staff, volunteers, people who directly engage with services and activities)

Who haven't you thought of or imagined?



Why does it matter?

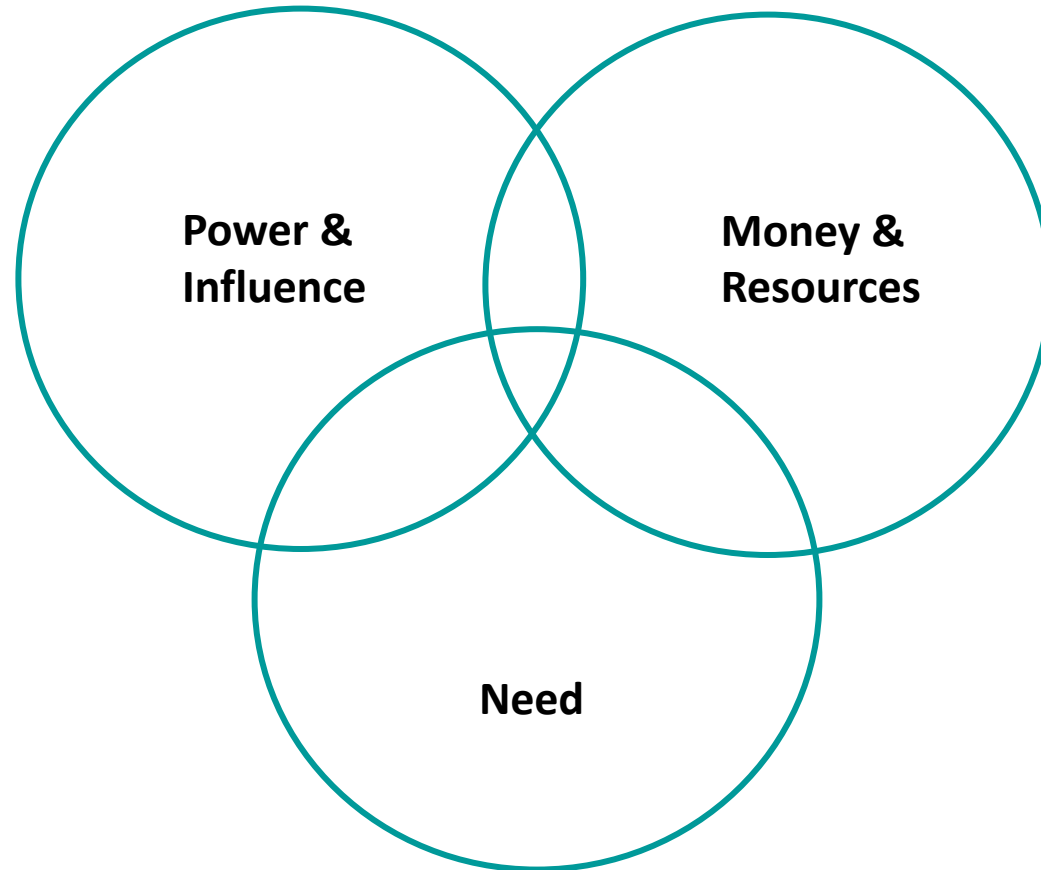
Different parts of your community need you to communicate differently

Where to prioritise time/focus

The roles people play:

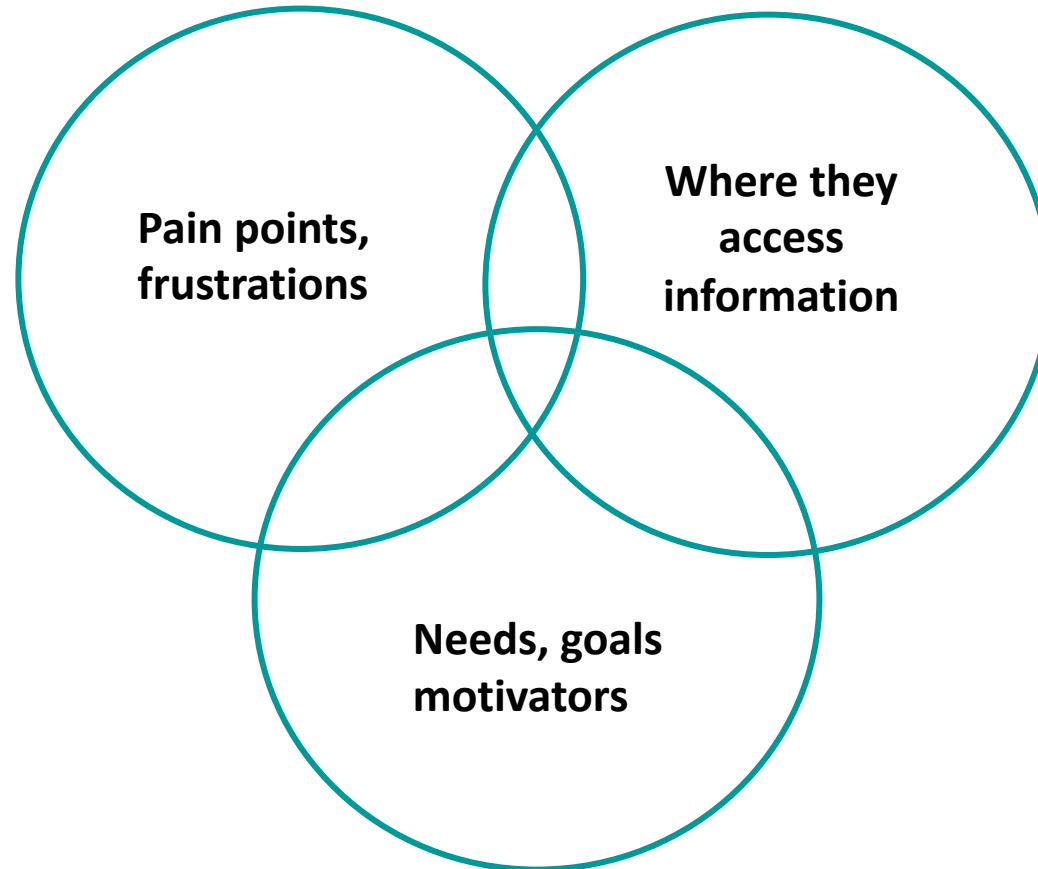
- **In the organisation (staff/volunteers/ delivery associates**
- **Marketing/**
- **Championing**
- **Customers – pay**
- **Beneficiaries - benefit**

Map them in terms of.....



..... To prioritise time and effort

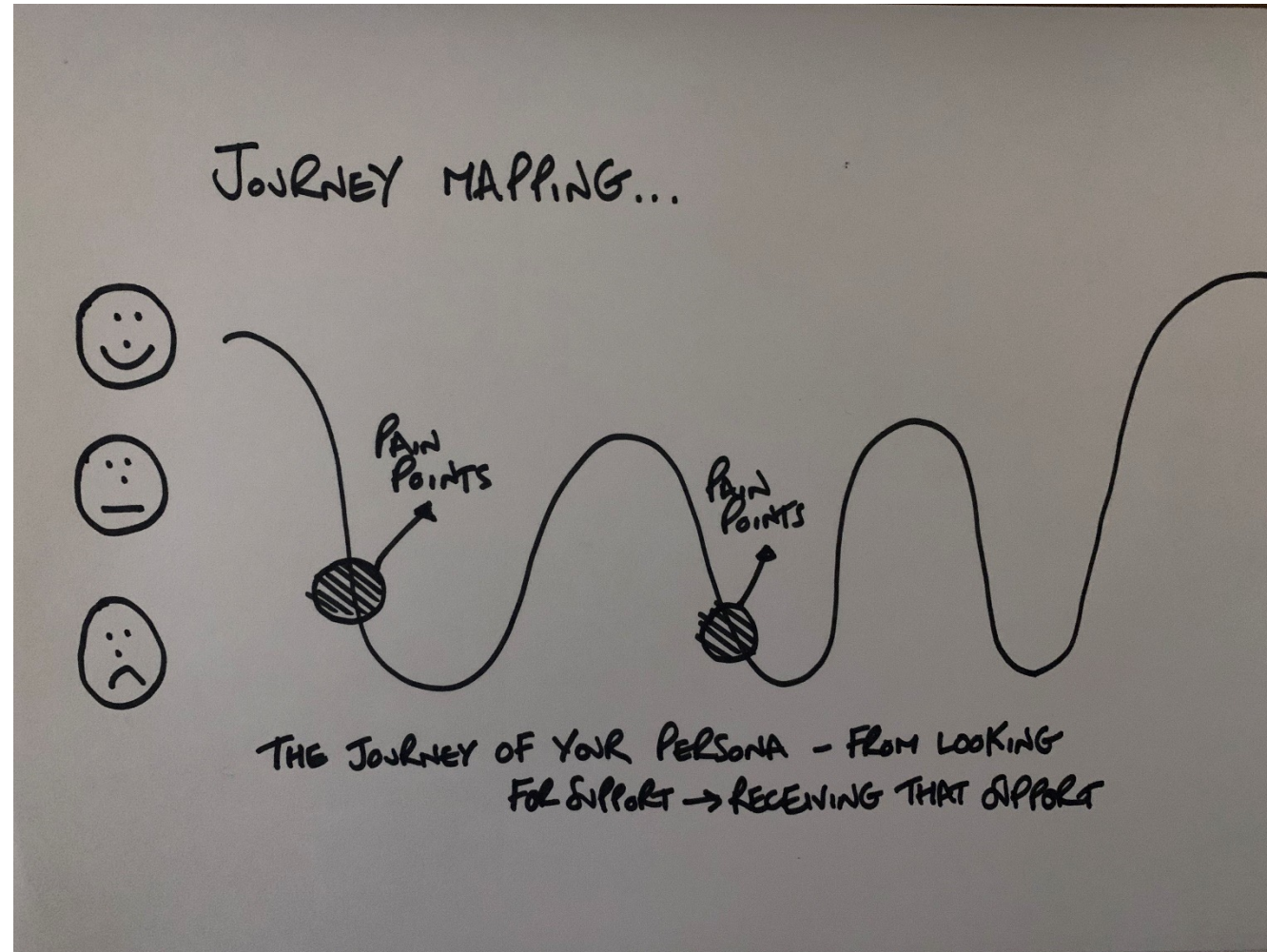
Map them in terms of.....



..... To design services/activities, reach out effectively and think about communication needs

Social Communities are built on Trust

How do you create that? – Listen, make their lives easier, be non judgmental & be consistent



Persona Template - truly understanding your customers/ beneficiaries

NAME :

AGE :
RELATIONSHIPS :
LIVING SITUATION :
OCCUPATION :
INTERESTS / HOBBIES :
DIGITAL ACCESS
VISITS REGULARLY :

GOALS / NEEDS :

--

WHAT
MOTIVATIONS

WHAT
FRUSTRATIONS

--	--

ADDITIONAL NOTES :

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How would they best want to communicate with you?

Different parts of your community need you to communicate differently

- **Traditional methods**
- **Social Media**
- **In places where they congregate**
- **In press/media/ newsletters they are already reading**

Name: Joan

“Head strong 75 year old who’s health and wellbeing is suffering from living alone and not feeling confident to leave the house independently.”

Attitude:



Engagement with Service:



- ▶ Age:
- ▶ Relationships: Widow –
- ▶ Living Situation: Lives alone, in a one bedroom flat
- ▶ Occupation: Retired
- ▶ Interests/Hobbies: Reading magazines, crosswords, watching television
- ▶ Media/Devises: TV, smartphone
- ▶ Visits regularly: GP, Specsavers, Hospital

Goals/Needs: To have some more people to talk to on a frequent basis in person. To have some more purpose in her day and something to think about whilst home alone. To keep up her routines and not have to deal with too much change.

Motivations:

- Pictures and letters from her family
- Being active on social media
- Maintaining her independence with cooking and cleaning.
- Getting her hair done at the hairdressers once a fortnight.

Frustrations:

- Family and friends live far away or have passed away.
- Feeling lonely – missing her family and friends.
- Painful hip prohibits her from walking alone too far.
- Ability to hear is deteriorating

Additional notes

Takes the time to properly recycle – knows it’s important but not a massive “eco warrior”

Doesn’t like waste

Likes to help others.

Likes to hear about other people’s lives and activities.

PERSONA TOOL - Name:

Description:

Attitude/values alignment Low.....Med.....High
Rate of engagement Low.....Med.....High

Age:
Relationships:
Living Situation:
Occupation:
Hobbies/interests:
Media/Devices:
Visits Regularly:

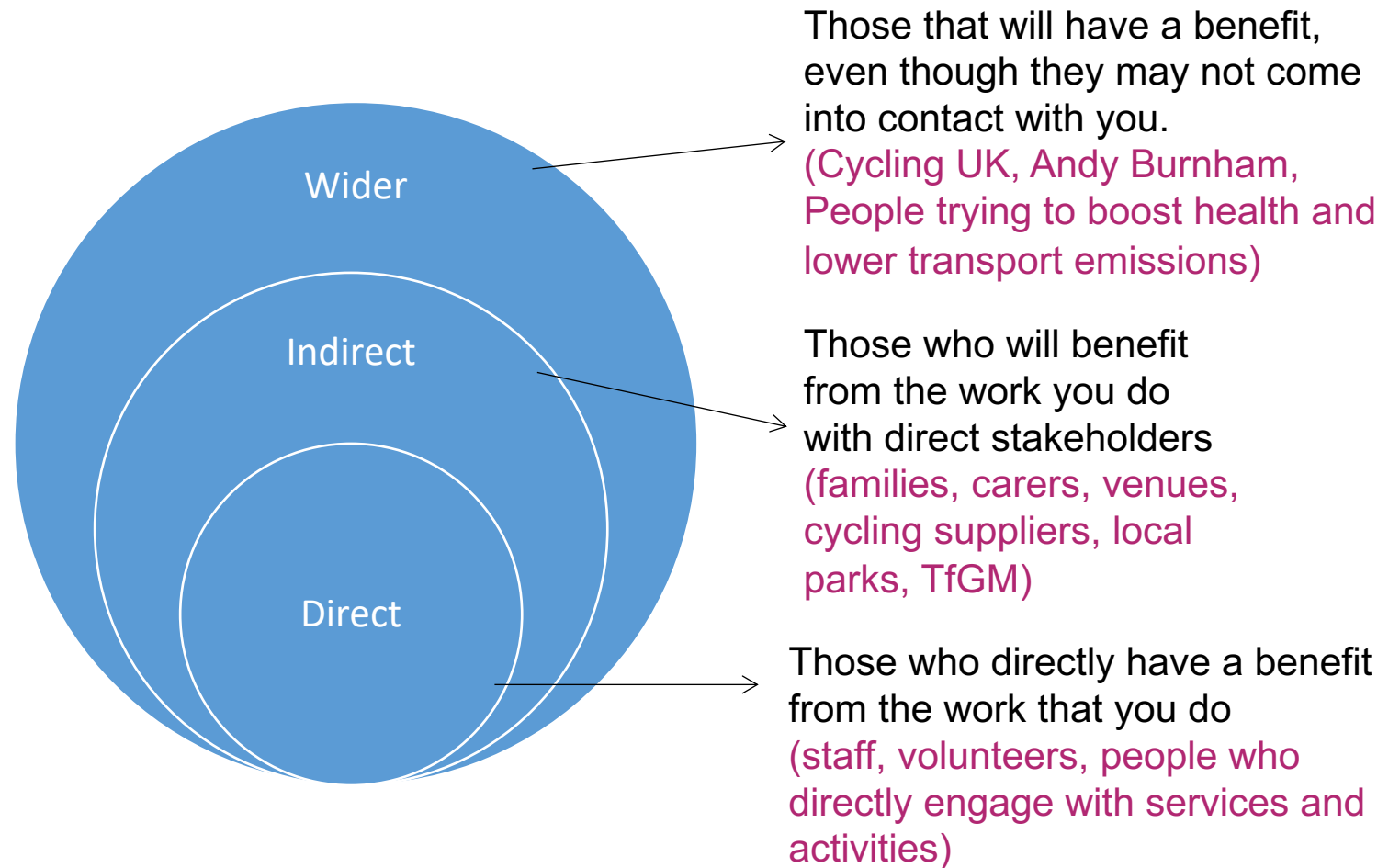
Goals/Needs:

Motivations:

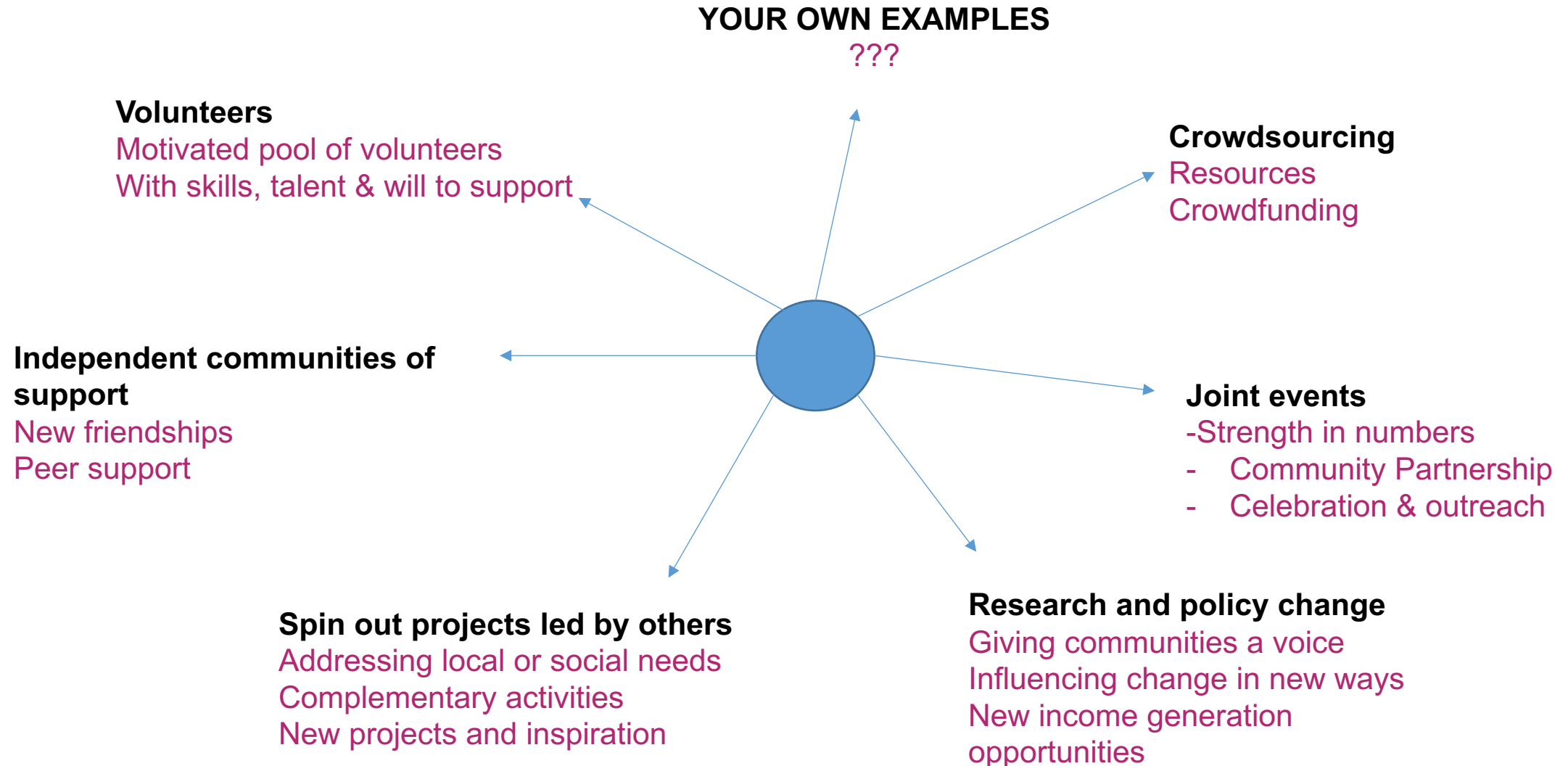
Frustrations:

Additional Notes:

How are you already mobilising your community?



Examples of when mobilisation works well



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Managing Volunteers

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Finding Volunteers

Where do you look? Who are you seeing?

How do you reach out or advertise?

-What is most effective where are the challenges?

Recruiting and Retaining Volunteers

Role Descriptions

Induction

Training, development, progression

Expenses/Incentives

What are your biggest challenges managing volunteers?

Short term and long term solutions to recruiting and managing volunteers?....

Sources of support:

<https://beta.ncvo.org.uk/help-and-guidance/involving-volunteers/>

https://manchestercommunitycentral.org/support-groups/training#unnamed_filter=.volunteering

<https://www.resourcecentre.org.uk/sectioned-search-results/?searchterm=managing+volunteers&submit=Go>

<https://www.laurahamiltonconsulting.com/>

Peer Support and examples of what has worked well?....

How to Festival....



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HOW TO FESTIVAL

CONNECT LEARN SHARE

Access all areas
'til 31st Dec 2022

The graphic features a black background with several lightbulbs hanging from the top. Three of the lightbulbs contain circular portraits of people: a man with glasses, a woman in a hijab, and a woman with glasses. The text 'flourish' and the hashtag '#investinwomenchangemakers' are in the top right. The main title 'HOW TO FESTIVAL' is in large, pink, hand-drawn letters. Below it, 'CONNECT LEARN SHARE' is in teal. A white, torn-edge banner in the bottom right corner contains the text 'Access all areas 'til 31st Dec 2022'.

Tune in!

Supporting women in social enterprise
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#Keep Flourishing

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Supporting Women in Social Enterprise Podcast

Episode 1:
Myths & Legends
about Social
Enterprise Governance



featuring
Jo McGrath, Director, Flourish Together

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Supporting Women in Social Enterprise Podcast

Episode 2:
Career Pathways for
Social Change



featuring
Eve Holt, coFounder, Happen Together

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Supporting Women in Social Enterprise Podcast

Episode 3:
Marketing & PR for
your social venture



featuring
Grace Dyke, coFounder, Yellow Jigsaw

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Supporting Women in Social Enterprise Podcast

Episode 4:
Measuring Social Value
& Communicating
Your Impact



featuring
Kat Luckock, Director, Share Impact

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Supporting Women in Social Enterprise Podcast

Episode 5:
From Challenge
to Opportunity



featuring Simone Callaghan, CEO
The Goodness Collective CIC

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A word from Flourish CIC

An update from
us during COVID19
pandemic



from Nickala Torkington,
Flourish coFounder & the whole team x

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