

Why Use The Media?

The media is a powerful tool.

In the absence of large budgets for advertising, publicity and promotion, media coverage is probably the most effective channel for voluntary, volunteering and community organisations to communicate their message to the public. .

- **Raise the profile of your organisation**
A positive public profile reflects the 'culture' of your organisation, its dynamism and helps build a strong identity in the local community.
- **Reaching potential clients or supporters**
The more people understand what you are doing, the more likely you are to reach the people who can benefit from your action/services or help.
- **Recruit volunteers**
People will not volunteer for something they do not understand. The more media coverage your work and your organisation receives, the more likely it is that when you do come to appeal for volunteers, people will come forward.
- **Say thank you**
Recognition is a great way to say thanks to hard-working staff and volunteers. To have more people understand what they do and the issues they are dealing with is reward in itself.
- **Fundraising**
Not simply as an appeal for money. If people understand what you are doing, they will understand why you need money, and support fundraising events.
- **Generating public awareness**
Not only of the work of your organisation, but of broader concepts like active, caring communities, and a sense of collective responsibility.

As long as you take control and are proactive in your approach to the media, and are prepared for all eventualities, the media can be a great ally for small groups and campaigns.