

**CONSORTIA DEVELOPMENT FUND  
BUSINESS PLAN 2008-11**

Annexe 7

**Marketing template**

**Specialist / Technical support**

<b>Target Audience</b>	<b>Objective</b>	<b>Methodology</b>	<b>Timeframe</b>
Frontline groups	Raise awareness of local/regional/national support available	RCC newsletters / Website	Fortnightly
Frontline groups	Raise profile of particular issue	RCC newsletter / magazine / training / website	As required throughout period

**Environment for a thriving third sector**

<b>Target Audience</b>	<b>Objective</b>	<b>Methodology</b>	<b>Timeframe</b>
All stakeholders	Raise profile and understanding of Compact	RCC magazine / website	Year 1 Q1
All Island	Raise profile and understanding of Compact	IWC One Island Magazine	Year 1 Q2
All Island	Raise profile of Voluntary Sector Cabinet	Press release County Press / Beacon	Year 1 Q2
All stakeholders	Raise profile of VCO sector	State of the Sector annual report	Year 1 – 3 Q2
All stakeholders	Raise profile of infrastructure support services	RCC activities report	Year 2 Q1 and thereafter Q1
Frontline groups	Raise awareness of infrastructure support services	Newsletter and website	Fortnightly newsletters & up to date and relevant website

**Volunteer Centre**

<b>Target Audience</b>	<b>Objective</b>	<b>Methodology</b>	<b>Timeframe</b>
Frontline groups	Raise awareness of	Multi-faceted	2008 – 2009

	establishment, opportunities and how to engage with new Volunteer Centre	marketing campaign	Quarter 1
All Island	Raise awareness of establishment of new Volunteer Centre and of volunteering opportunities	Multi-faceted marketing campaign	2008 – 2009 Quarter 1
Frontline groups	Raise awareness of best practice training opportunities	Newsletters, email and general advertising	Ongoing throughout entire period

### Workforce / Organisational Development

Target Audience	Objective	Methodology	Timeframe
Frontline groups	Raise profile of training / quality / organisational development issues	Newsletters RCC magazine	Fortnightly 2 per year
Frontline groups	Increase take-up of training opportunities	Newsletters	Fortnightly