

IVC Publicity Guide

It is up to individual clubs to decide at what rate they intend to grow and how to set about achieving this expansion. Every IVC has considerable potential for growth and there are considerable advantages in size, particularly as to the facilities that can be offered, but care and skill are required to ensure that the character of a club is not adversely affected by growing numbers.

Another function of publicity is to maintain, albeit it indirectly, internal morale. Good external publicity helps to increase pride in membership and a sense of corporate identity and these are particularly important if a club is in competition with other organisations"

1. TABLE OF CONTENTS.

Section. Page.

- 1. TABLE OF CONTENTS.**
- 2. INTRODUCTION.**
 - 2.1. Objectives.
 - 2.2. Footnote.
- 3. PUBLICITY - THE CHOICES AVAILABLE.**
 - 3.1. Word of Mouth.
 - 3.2. Publicity Posters.
 - 3.3. Registers (Lists of Clubs and Societies).
 - 3.4. Newspapers, Journals & Periodicals
 - 3.5. Publicity Handouts & Leaflets.
 - 3.6. Car Stickers.
 - 3.7. T-shirts & Sweatshirts.
 - 3.8. Local Radio.
 - 3.9. Stalls & Floats.
 - 3.10. Public Events.
 - 3.11. Public Image.
- 4. OUTLETS FOR PUBLICITY POSTERS.**
 - 4.1. Public Information Centres.
 - 4.2. Educational Establishments.
 - 4.3. Notice Boards at Work
 - 4.4. Other Outlets.
 - 4.5. Remember.
- 5. NEWSPAPERS, JOURNALS& PERIODICALS.**
 - 5.1. Reports & Articles.
 - 5.2. Letters to Editors.
 - 5.3. "What's On" Columns (Event Diaries).
 - 5.4. Advertisements.
- 6. PREPARATION**
 - 6.1. Introductory Words.
 - 6.2. Programmes.
- 7. OTHER THINGS TO REMEMBER.**
 - 7.1. In Response to Enquiries.
 - 7.2. Welcome.
 - 7.3. Converting the Opposition.
 - 7.4. When Should You Publicise Your Club?
- 8. EXTRACTS FROM PUBLICITY QUESTIONNAIRE.**
 - 8.1. Has your club carried out publicity out last year?
 - 8.2. Publicity Experiences - Successes and Failures.

- 8. 3. Publicity - Areas where IVC could do better
- 8. 4. Food for Thought.

9. APPENDICES

10. NOTES

ILLUSTRATIONS

Fig 1. Publicity Methods - Use and Preference.

Fig 2. Poster Outlets - Use and Preference.

Fig 3. Use of Newspapers, etc.

Fig 4. Publicity Diary - when clubs indicated them carried out publicity and circulation details.

2. INTRODUCTION BY LEN WOOD, AIVC PUBLICITY OFFICER, 1979

When I took on the role of AIVC Publicity Officer in 1978 I was approached, as my predecessors had been, by a number of clubs, especially the newer and smaller ones, for advice on publicity and recruitment. While giving them what help I could I felt it was biased toward one club (Hertfordshire) and not always relevant to the club seeking help. To remedy this, a publicity questionnaire was devised and sent to member clubs in October 1978. The response provided me with a lot of useful information plus examples of publicity and other material. Much of the information received is included in this guide. I hope it is of use to you.

2. 1. Objectives

This publicity guide will hopefully perform three main functions:-

- provide, at club level, a reasonable source of general publicity information, and an indication of where further information can be obtained;
- convey the results of the publicity questionnaire, thereby giving you an indication of the publicity used by other Clubs
- enable this office to provide a more comprehensive and balanced advisory service to clubs in need, and ensure continuity of information to future holders of this office.

At the same time I hope I have included sufficient information and examples to encourage you to explore publicity avenues your club has not previously tried, arrive more easily at publicity decisions that are right for your club, and perhaps avoid a few pitfalls on the way.

2.2. Footnote

Please make a point of keeping the AIVC Publicity Officer up to date on your publicity. The information is put to good use and may be instrumental in ensuring the success of other clubs.

3. PUBLICITY - THE CHOICES AVAILABLE

There are several reasons why you should publicise your club, and there are numerous ways that publicity can be achieved. Which of these is right for your club is up to you to decide. An indication on the use and preference of some publicity methods is shown below:-

Figure 1. Publicity Methods - Use and Preference.

	Word of Mouth	Publicity Posters	Newspapers	Registers	Publicity Handouts	Car Stickers	Local Radio	Other*
Border & Lakeland	1	2		3				
Brighton	2	3	4	1		5		
Cardiff	1	1						
Cheltenham	3	3	1	2			4	
Cleveland	3	2	1					
East Sussex	3	3	1		2			
Edinburgh	2	1						
Fylde	1	1	3	2				
Hertfordshire	1	2	4	3		3		3
Hull	1	3	5	2				4
Kent	1	2	3	4				
Leeds	1	2	6	3	5			4
Leicester	2	3	6	1	4	7	5	
London	1	2	2	3	3			
Manchester	1	2	3		2			2
Northamptonshire	2	1	3					
North Lancs.	1	3						2
Nottingham	1	3	2	4				
Oxford	1	2	3	4	5			
Portsmouth	1	2		2	3			
Reading	1	2						
Southampton	1	2	3	5				4
West Surrey	1	3	2	4	3			

*Others include: AIVC (some recruits come via other IVC's, Local Education and Careers Advisory Bulletins, etc.)

3.1. WORD OF MOUTH

This is by far the best method of advertising your club and increasing its membership - for it ensures that prospective members know someone who is already a member. They can more readily identify themselves with, and be accepted by the existing group. They are, therefore, more likely to join. Also, if your members are recommending IVC to their friends, IVC must be providing them with the social outlets they want. So, get your members involved in your recruiting. Encourage them to introduce friends to the club, with the intention of Membership.

3.2. PUBLICITY POSTERS

See Section 4. below.

3.3. REGISTERS (Lists of Clubs and Societies)

Most local authorities, libraries and Citizens Advice Bureaux maintain lists of clubs and societies in their area. Sometimes these lists are published. You should ensure that up to date details of your club are featured even if you do not intend to carry out other forms of publicity.

3.4. NEWSPAPERS

See Section 5. below.

3.5. PUBLICITY HANDOUTS & LEAFLETS

In addition to displaying Posters and maintaining registers some libraries will

accept club programmes and/or introductory club literature. If so, keep them updated - and You can always arrange for the occasional enquiry to ensure your details have not been forgotten.

A copy of a handout produced by Leeds IVC in 1978 has been reproduced in Appendix A. Leeds committee members have found them quite effective when used to supplement chance verbal enquiries about IVC.

As a member (once) of another social organisation I helped out on a public stand distributing recruiting literature en masse. Most of it was trampled underfoot.

The day resulted in three serious enquiries - of which one joined ~ and several demoralised helpers. Not to be recommended.

3.6. CAR STICKERS

As a means of recruiting potential members from the general public, car stickers are probably not very good. However, they are excellent as a means of identifying members' cars, and do prompt the occasional enquiry. One club has even used them on public hoardings to direct interested members of the public to the library for more details.

3.7. TEE-SHIRTS & SWEATERSHIRTS

Again, as a means of converting the masses these are probably not very good. However, if the design is attractive, and the wording reasonably humorous or 'catchy' your members will pay for the privilege of putting IVC in the public eye. Besides prompting the chance enquiry they are excellent for generating a sense of corporate identity.

3. 8. LOCAL RADIO

If your club is organising a major event - opening new premises) organising a public event or major recruiting drive - you may find this medium worthwhile. There are, however, some problems to take into consideration:-

- The time of the broadcast is important. Evenings and weekend slots are probably best.
- Radio broadcasts have no permanence. Once heard they are soon forgotten-
- A broadcast needs very careful planning, scripting and rehearsing, even if the broadcast is going out live. If interview techniques are going to be used extra care must be taken to ensure the right message gets across.

3. 9. STALLS & FLOATS

For the last few years Cambridge IVC has organised a stall at a Victorian Fair as part of its AIVC Weekends (e.g. inviting members of the public to throw wet sponges at volunteer IVC members). I doubt if they recruited anybody this way, but I expect they had fun trying.

Herts. IVC has considered entering a float in a St. Albans Carnival Procession. Reading IVC and Northamptonshire IVC have taken part in raft races to raise money for charity. A lot of work, good fun, 3rd newsworthy.

3. 10 PUBLIC EVENTS

As far as I can determine IVC's have organised few open public events. In December 1978 London IVC played host to an international GO meeting between teams from Britain and China, and attracted Coverage from the national press.

Events like ceilidhs, cheese and wine evenings open to (selected) sections of the public could be potentially good sources of potential members, and could attract good newspaper coverage. There is a financial risk-involved so events like these would have to be budgeted accordingly.

3.11. PUBLIC IMAGE

The image your club projects - the state of your premises and the style, content and presentation of your bulletins can do much to make your club attractive to outsiders. Extra care taken in these areas are an outward display of your pride of membership.

N.B. For details of publicity posters and other supplies currently available from AIVC contact the AIVC Publicity Officer.

4. OUTLETS FOR PUBLICITY POSTERS

Publicity posters are the most widely used and probably the most effective method of bringing your club to the attention of the general public. There are numerous outlets for them - an indication of their use and preference is shown below:-

Figure 2. Poster Outlets - Use and Preference.

	Libraries	Colleges /Universities	Tourist Information Offices	Citizens Advice Bureaux	Staff Notice Boards/ Schools/ Colleges /etc.	Staff Notice Boards Local Authorities	Staff Notice Boards Company	Notice Boards in Shopping Precincts	Hospitals & Nursing Homes
Border & Lakeland	1		2	3	4	5			
Brighton		2			1				1
Cardiff	1	1				1			
Cheltenham	1		2						
Cleveland	1	2					3		
East Sussex	1				2		3		4
Edinburgh	1	2		4	3				
Fylde	1					2			
Hertfordshire	1	2							
Hull	1	3	4		5			2	
Kent	1	3			2		4		
Leeds	1	2		8	3	4	5	7	
Leicester		2	1						
London	1	2			2	2	2		
Manchester	1	2				3	4		
Northamptonshire	1				1		1		
North Lancs.	1								
Nottingham	1		2						
Oxford	2		1		3	3	3		
Portsmouth	1						2		
Reading	1	3			4	2	2		
Southampton	1	1	1	1					
West Surrey	1	3		2	4				

*Others include: Health Centres, Sports Centres
Leisure Centres, Banks and
Newspaper Office Windows

4. 1. PUBLIC INFORMATION CENTRES

These include:-

- Libraries
- Tourist Information Offices
- Citizens Advice Bureaux.

Libraries are widely accepted as sources of local information. For many newcomers to your area wishing to establish social contacts the library is among their first ports of call. Therefore, it is always worthwhile keeping your libraries up to date.

Space on library notice boards is very limited, and most social organisations compete to use what little space there is. A large poster (larger than A4) has little chance of being displayed for long. I know of one library that will not display anything larger than postcard size (or A6) but this is an exception. A4 and A5 posters are usually quite acceptable. From time to time check to see if your posters are still being displayed. If not,

supply them with another.

Most libraries are served by a central organisation. In Hertfordshire, County Library as it is known, delivers to almost all public libraries, and some college ones ' every day. Herts. IVC has found them quite willing to circulate posters on their behalf, especially if arranged through a librarian who is an IVC member.

Tourist Information Offices are usually good sources of local information, for local residents as well as short term visitors.

4.2. EDUCATIONAL ESTABLISHMENTS

These include:-

- Colleges & Universities
- Open University Study Centres
- School & College Staff Rooms
- Teaching & Teacher Training Centres.

Posters on staff and student notice boards are usually quite effective - student union offices are also worth trying. Once again, notice board space is limited and there is competition to use it.

Some Education Authorities publish, yearly, a Schools Address Book (Hertfordshire certainly does) containing the addresses of schools, colleges, college libraries, teaching centres, etc. under their jurisdiction. Alas, these publications are not usually available to the public but the reference section of your library may have one (worth checking). If not, the Education Authority may supply you with a copy upon application (worth trying). It could save you hours thumbing through telephone directories, and by addressing your material to a named person (rather than "The Head") it may stand a better chance of reaching the people you are interested in.

Education Authorities circulate information to all their schools etc. on a regular basis (every Tuesday in Hertfordshire). You may be able to persuade them to circulate material on your behalf. It will be necessary to emphasise the non-commercial nature of the club, how it can be of benefit to mature students and/or teaching staff, and the clubs more helpful or creative activities. Recent cutbacks in public expenditure may preclude their help, but its worth trying all the same.

4.3. NOTICE BOARDS AT WORK

These include:-

- Local Authorities
- Hospitals
- Companies.

Posters on staff notice boards can be effectively providing You can persuade someone to display them for You. Herts. IVC has never had much success with

posters sent to private companies. Often information that is not essential to work is discarded, unless IVC members have access to and use of notice boards. Local authorities and hospitals are usually worth trying.

A copy of a draft letter and Leaflet produced by North Staffs. JVC, and a letter produced by E3order & Lakeland IVC have been reproduced in Appendix E3. The former is being sent, together with a bulletin diary sheet and a publicity posters to local companies, banks, local branches of professional societies and leisure centres. Both letters may well increase the possibility of publicity material reaching potential members.

Details of all the companies in your area - addresses, type of business, number of employees, etc. can be obtained from the Kompass Directories in the reference section of your local library.

-

4.4. OTHER OUTLETS

These include :~ Nurses Homes

- Health, Sports & Leisure Centres
- Conference Centres,
- Building Society, Newspaper. Office & Shop Windows
- Banks, Museums & Art Centres,
- Branches of Professional Societies,

- YHA Shops, Surgeries,
- Public Notices in Shopping Precincts
- etc.

All are worth consideration.

4.5. REMEMBER

Access to many of the outlets described in this section can be gained by using your members who work at the appropriate places) or have access to notice boards. They can quite often ensure that publicity material is displayed for you. To this end Herts. IVC has, on occasions, circulated posters to its members, and Leeds IVC have used a dual purpose poster/bulletin front convey- to good effect. An example of this is included in Appendix C.

The information displayed on posters MUST be kept up to date. This particularly applies to contact names, addresses and telephone numbers, and to a lesser extent, regular venues. To enable you to do it, is it is advisable, where possible, to maintain a record of where your posters are located.

Appendix C. contains some reduced copies of IVC posters. For details of posters and other supplies currently available from AIVC contact the AIVC Publicity Officer.

5. NEWSPAPERS

A widely used and effective medium for bringing your club to the attention of the public. While usually less likely to attract vast numbers of new members it will chip aw4 at the ignorance of the masses. For details of local newspapers, trade and specialist magazines and journals, local radio, etc. consult BRAD (British Rate and Data, a national guide to media selection). The reference section of your library should have a copy. If not, try your Marketing or Sales departments at work.

There are several ways that your local papers can be used to publicise your club - an indication of their use is shown below:-

Figure 3. Use of Newspapers, etc.

	Reports & Articles	Letters to Editors	Event Diaries	Advertising
Brighton	3	2	1	3
Cheltenham			2	1
Cleveland	2		1	
East Sussex	1	2		1
Fylde				2
Hertfordshire	3	2	1	
Hull			1	2
Kent	1		2	
Leeds			1	
Leicester	1			
London	1	4	3	2
Manchester			1	1
Northamptonshire	1		1	
Nottingham			1	
Oxford		2		1
Reading	1			
Southampton	1			
West Surrey	2		1	

5. 1. REPORTS & ARTICLES

Most local papers run short of copy at times and are quite willing to accept and publish reports on club events - especially when someone has done the work for them. Almost anything will make acceptable copy - AGMs; members attending Conference or AIVC Weekends; members taking part in silly or sporting contests; group holidays, weekends away, Charitable Good Works; Major club events. Black and white photographs

are usually acceptable also. However, be prepared for the occasional mishap or disappointment then a carefully prepared report is edited out of sight, or is not included.

You can submit an article on the aims of your club, or the lack of local social amenities (and what IVC is doing about it). Occasionally, you may find that the local papers are willing to interview you for a feature article. This is certainly worth exploring in conjunction with a major event in your club's life - formation; formation of a sub-club; change of premises; etc.

5.2. LETTERS TO EDITORS

The usual type of letter is one on the aims of your club prior to, or as part of a recruiting drive. A letter can always be submitted in response to points raised by earlier correspondence/articles submitted by yourselves or other (rival) organisations.

5.3. "WHAT'S ON" COLUMNS (EVENT DIARIES)

Some local papers, 'free' papers, and leisure guides published by local authority Amenities Departments or Arts Councils contain Event Diaries. In these local clubs and societies can normally advertise their social events free of charge.

Each event should be clearly worded and submitted on a separate sheet of paper.

Keep the wording short to avoid indiscriminate editing, and use Contact phone numbers if you prefer not to specify venue addresses.

5.4. ADVERTISEMENTS

Many IVCs prefer not to publicise themselves with paid advertisements. They feel that the response does not justify the expense, and prefer to exploit various forms of 'free' publicity instead. With advertisements it is sometimes difficult to establish a clear and distinct identity in the few words available and the wrong element may be attracted.

London IVC advertise to very good effect, but theirs is a very different environment to most IVCs. They have to counter determined competition from a wide range of social organisations. To do this, they place advertisements on a regular basis in publications like "The Times" "Time Out", "The Observer" "The Guardian", and whole page advertisements in "Floodlight" - a London area Evening Classes magazine. An example is included in Appendix D.

Essex IVC have used advertisements with varied success. They also stagger their publicity campaigns, concentrating on one area of their county at a time. Response has been generally good (but sometimes none) and they feel that the outlay has been recouped.

East Sussex IVC used a series of advertisements, boxed and Personal Column in addition to letters to editors, to attract the nucleus of their club prior to its formation in October 1976. Peterborough IVC, formed in June 1979 opted to use posters and leaflets distributed to schools and local companies to attract their original nucleus.

N.B. Appendix D. contains examples of advertisements, letters to editors, reports and articles about several IVCs.

6. PREPARATION

This is something that some clubs are not prepared to do. Perhaps this is due to a lack of commitment, a lack of long term planning or, simply, lack of time. We are all 'volunteers' after all, with limited resources at our disposal. Nevertheless the success of publicity often depends on the time and trouble taken in its preparation. Long term planning - the need for publicity; your objectives; your market; the way you wish your club to be presented; the methods, media and materials to be used, etc. should be determined months in advance.

Plenty of time needs to be allowed for the completion and distribution of publicity material, and preparation for the expected response. For instance) contact names on posters if your club covers a large geographical area. East Sussex IVC uses two contact people, one in Eastbourne, one in Hastings. Both are mentioned on all publicity. People are then channelled to a local address, which is better than phoning a town 16 miles away and perhaps being put off by the distance. Herts IVC specifies two contacts - the Membership Secretary and the nearest committee member or helper.

6.1. INTRODUCTORY WORDS

NO matter how good your publicity is it will rarely tell potential members much about your club. With posters, stickers and advertisements it is not advisable to attempt to. Too much detail can be off-putting. It can detract from the message you hope to put across and will, invariably, be forgotten by the time the reader

has started on the next poster/advertisement. So keep the message short, sweet and factual.

To introduce your club to potential members and encourage them to take part, it is good practise to send them a copy of your programme and a set of introductory words, in answer to their enquiry. Most clubs already do this and some examples of introductory material are reproduced in Appendix E.

6.2. PROGRAMMES

Your bulletins and supporting documentation are usually the potential members first introduction to your club. Their quality and content reflect the effort you and your members put into your club.

Most clubs do not arrange special events, or especially active programmes to attract potential members. They rely instead on their normal club activities. However, to coincide with publicity drives, members are usually encouraged to do that little bit more to arrange and attend events. If so, bear the following in mind:-

- A poster campaign, with material sent out in (say) mid September will begin to 'bite' from mid October. Enquiries will then probably 'peak' over a period of 2/3 months. Response from newspaper coverage will be more immediate, but will tail off almost as quickly.

Therefore any additional programme activity should be geared to your publicity (or vice versa) and sustained over a period of months. Hopefully, at the end of this period you will have recruited enough active new members to maintain increased programme activity even longer.

7. OTHER THINGS TO REMEMBER

7.1. IN RESPONSE TO ENQUIRIES

It is essential that you provide potential members with more information quickly, preferably by return of post. Failure to do so may result in a lower 'take-up' rate:-

- other social organisations, with which you are in competition, may be quicker off the mark,
- Interest curve - the longer they have to wait for details they less interested they become. Do you remember the last time you waited three weeks for details of something in which you were casually interested? Did you still want to know more when details finally arrived?

7.2. WELCOME

There is no secret to convincing prospective members that they may benefit from the social contact offered by IVC ~ at best some two thirds are _going to fall by the wayside. Most of them w ' ill not have sampled your events) though more may be tempted if you catch them when their interest is high. So, send details early or, if you really want to create a good impression, deliver them in person. At events make a special effort to get to know anyone you have not seen before.(encourage your members to do the same) and remember them the next time around. The quicker your prospective members feel accepted the more likely they are to try other events and join. If they haven't applied for membership after, say, two months it is usually worth your while to send them a gentle reminder.

7.3. CONVERTING THE OPPOSITION

So far one source of potential members has been ignored in this guide (and has only been mentioned in passing by one IVC) - those to be gained by forging and maintaining links with other, perhaps rival, organisations. Clubs like Bacchus, 18+, 25 Club, 18 - 35, Coffee Pot (Contact), and a whole host of others cater for many people who are suitable IVC material. Most of these clubs meet less often than IVC, sometimes just once a week and their members could well be looking for the alternative social outlets provided by IVC.

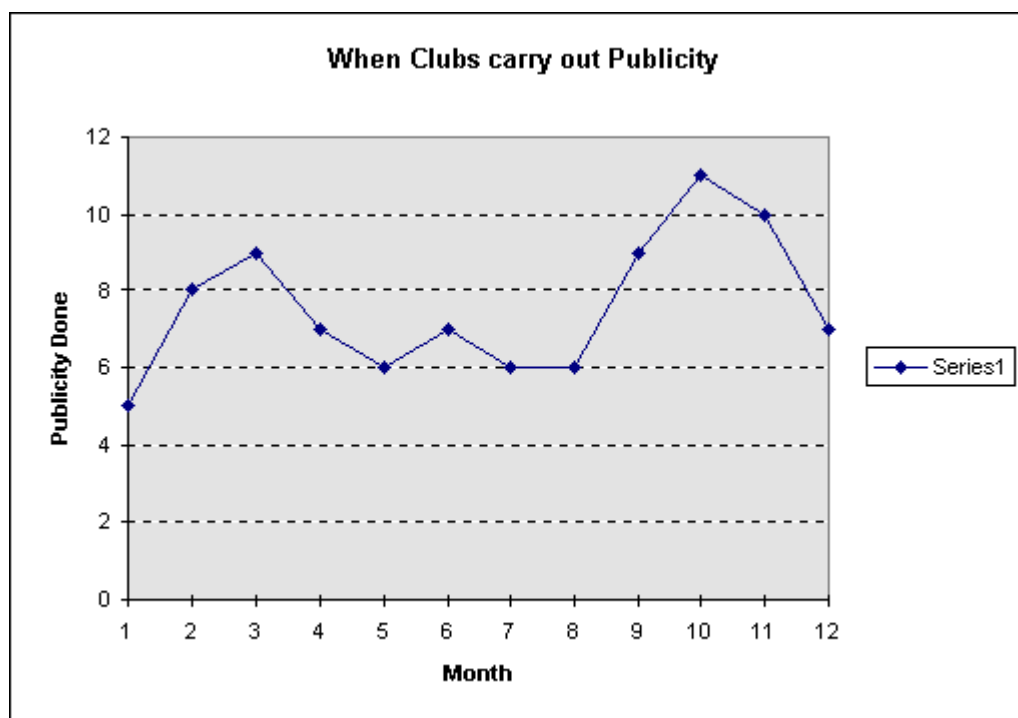
You should have little to lose by instigating joint events with other local clubs, or opening up events on a reciprocal basis. Besides the welcome additions to your social calendars you will get to know the opposition and probably gain a few members.

7.4. WHEN SHOULD YOU PUBLICISE YOUR CLUB?

Basically, whenever it suits the needs of your club to do so ~ albeit as part of an active recruiting drive 7 to announce a major event in your club's life, or as continual 'background' publicity. Figure 4. (next page) shows over an eighteen month period to December 1970, when member clubs carried out their publicity.

Some clubs have some form of campaign in the autumn to catch the latest batch of !graduates and teachers moving into the area - hopefully in time for them not to have found (inferior) social alternatives. Many clubs also circulate poster material directly after AGM's - to update contact names.

Figure 4. When Clubs carry out Publicity.



-

8. EXTRACTS FROM PUBLICITY QUESTIONNAIRES.

The Publicity Questionnaire of October 1978 invited member clubs to relate their publicity experiences, and to comment on a variety of publicity related topics. This section contains selected extracts from these questionnaires.

8.1. Has your club carried out any Publicity over the last year?

"Only recently as we have had a steady flow of prospective members. We are now aiming to attract a Younger element. (Brighton IVC)"

"We have carried out very little publicity in the past year - this was a few posters situated on University and Local Authority premises. Considering the lack of publicity we have a reasonable number of newcomers to our "small" club. (Cardiff IVC)"

"Yes, for financial reasons (increase income.) and also to boost events and events participation, as anticipated income (which effects expenditure and hence activities and publicity, bulletin costs) was not attained due to fewer renewals of existing membership. The expenditure of £25 does not take into account bulletin expenses (front cover/poster) - I consider this an integral part of publicity as it can give outsiders their first glimpse and views on IVC. Therefore, cost should not be skimped on purely financial grounds. (Leeds IVC)"

"Poster publicity, several articles in local papers. (I'm a reporter on one of them). (Northamptonshire IVC)"

"There is a regular entry in the "What's On' column of the evening newspaper the evening before our Club night. Also we are now using IVC posters in the City Information Office, libraries, etc. (Nottingham IVC)"

"Yes, but fairly minimal since new membership n steady influx, and decision taken to keep the club size to around 200. (Portsmouth IVC)"

"No. We did in 1977 but found our growth was rather too rapid so we have put a stop on publicity to let the membership stabilise for a while. (West Surrey IVC)"

8.2. Publicity experiences - successes and failures.

"Publicity posters are successful in libraries/tourist information centres , where information is their business. Posters on school, local govt., sports, and commercial companies notice boards tend to disappear very quickly. (Border & Lakeland IVC)"

"We have done little to actively publicise the club within the last couple of years as word of mouth has brought in every Tuesday evening (regular Club night) 5 or 6 new people, some of whom are not particularly

suitable for membership now that we are Looking for younger members with suitable qualifications. We feel that unless advertising is carefully worded and aimed at the right market the club may attract unsuitable people. There is no lack of applicants in the mid to late thirties age band and our age limit may have to be lowered. I am conscious of the fact that we must do more, locally to advertise ourselves. I would like to see some copy in local papers of our events and more posters up in suitable local organisations. (Brighton IVC)"

"Some newspaper articles have been successful but one (Sept. 78) was a total failure. Posters in libraries remain our best source of publicity. (Fylde IVC)"

1) Newspaper advertisements are successful at bringing in prospective members, but we have found the wording must be attractive. (This may seem obvious but some IVC advertising is not as attractive as we think it might be.

2) The problem we subsequently encounter is a 90% wastage within a few weeks. (Most however do come back at least once or twice). Women are very prone to wastage. (Cheltenham IVC)"

"Our membership numbers have stayed fairly constant over the last few years, despite the high turnover (45%). As numbers are not dwindling and the club is active and thriving, big publicity campaigns are not thought necessary. If we have big, expensive campaigns, people might cease to think we are the friendly, informal, non bureaucratic organisation that we are trying to maintain. (Hull IVC)"

"Successes

Libraries

Newspaper coverage of Ceilidh and general article about the purpose of the club - came out in all editions of the Kent local paper (Kent Messenger)

Adult education centres - adequate. response.

Failures

FOLLOW UP.' It depresses me to note just how many prospectives don't actually join. We are still trying to analyse the reasons. (Kent IVC)"

"Open night, advertised in our bulletin, small one inch reference in local evening paper on the Social Chat page (amongst W.I.'s and Townswomen's Guilds!), plus posters in libraries = 30 visitors. Only about half subsequently joined. Pitfalls seem to be the programme of events - if you haven't any large events concurrent with your open nights to attract the majority and keep them they won't get to other events. It is important to have hosts to chat to newcomers, if they are left to their own devices they just disappear. (Leeds IVC)"

"Local Radio Ads.	- Failure.
Observer	- Failure
Guardian	- Failure.
Floodlight (Evening Classes)	- Success
Times	- Limited Success
Time Out	- Success
Posters	- Too early to judge (London IVC)"

"No disasters yet ~ but we do repeat only paid advert , which give maximum response. We find it useful to send a follow-up letter if initial applicant has not come to a panel after 6 months - about 10% of these then have their memories jogged (or something) and do join then. (Manchester IVC)"

"We advertise in the local universities and colleges but do not appear to have any response. We have advertised in the local newspapers on two occasions in 1978 and had about fifty phone calls and enquiries. This cost us £75. (Newcastle IVC)"

"Articles are of limited use. They chip away at the usual response when you mention IVC ("I've never heard of it") but the sort of people who would join young professionals new to area ~ do not comb lice small print of a local paper. Some do come via that path but they really only serve as a morale booster for existing members. We are also trying to reproduce a cuttings sheet to send to potential members. Posters are much the more effective recruiting method. (Northamptonshire IVC)"

"Pitfalls - you must be kidding, Who fails first on the first bidding, We're only a little club you know. Our members are lovely - so?. (Southampton IVC)"

"Our main method of on-going publicity is the use of posters in information centres, libraries and places of employment. This is supplemented periodically by newspaper advertisements and letters to editors. We have not yet managed to persuade the local newspaper to do a feature of its own on IVC. Generally these methods seem to be satisfactory. One has to remember (at least in the case of our particular club) that the objective is not simply to maximise membership. We believe that about 200 is the maximum size we would like to see for our club. Moreover we try to aim our publicity specifically at the type of person we are trying to attract (i.e. "the young professional 1) so that the screening process for full membership is minimised.

Incidentally we have found the young professional people I more of a hindrance than a help and have dropped it from all our recent publicity material. Many 'young' people simply do not think of themselves as 'professional' even though they may be a nurse, a teacher, or an administrator. (Oxford IVC)"

"A recent article created considerable interest but unfortunately we were not advised when it would appear so did not allow for the influx of people. There is now competition from other clubs - 18+, 25 Club and Bacchus, the last two recently having formed in Reading and quite likely to have an adverse effect to Reading [VC membership. Further, there is a more static situation job wise particularly amongst teachers who have in the past formed a considerable proportion of the membership. (Reading [VC)"

"Libraries and advice centres are good. The local "Club Call" in the Paper tends to draw in new members as well. Notice boards at firms, hospitals, etc. are not too good. Most of our membership is by word of mouth, which has given us a steady membership increase. Our experience with the last campaign gave us a 100% membership increase in 12 months which strained the system' a bit'. (West Surrey IVC)"

8.3. Publicity - areas where IVC could do better.

"I feel that IVC should have a more prominent national image and impact bearing in mind the size of its membership. I recognise, however that this in part must depend on the impact local IVCs can make. We maintain close links locally with the Bacchus charitable organisation and have obtained several useful members from this source, as well as patronising their