



Publicity Plan 2018/19

Action	Progress	Outcome
1. Local Events – Promotion Opportunities		
Balmoral Race Warm Ups – 21 st April 2018		Complete
Golden Games: Participation with both Viking Hiking and classes – 7 th to 15 th June 2018		Complete
Maggie’s Culture Crawl Warm Ups – 22 nd June 2018		Complete
Duthie Daunder & Deeside Stride for CHSS – 23 rd June 2018		Complete
Fochabers Gala – 22 nd July 2018		Complete
Ramblers Rendezvous Warm Up – 1 st August 2018		Complete
MBC Festival – 25 th August 2018		Complete
Clan at the Castle – 2 nd September 2018		Complete
CHSS Glenlivet 10k Warm Up – 7 th April 2019		Pending
Balmoral Race Warm Ups – 27 th April 2019		Pending
2. F&S Events		
Themed Class – Cults Community Centre – Saturday 12 th May 2018	Advertised via F&S Aberdeen website; F&S Aberdeen Facebook page	Complete – raised £284.60 for Sue Ryder
Coffee Morning – Fochabers Saturday 2 nd June 2018	Advertised via F&S Aberdeen website; F&S Aberdeen Facebook page	Complete – raised £416 for Kick Off for new leaders

Action	Progress	Outcome
Coffee Morning – Cairncry Community Centre Saturday 25 th August 2018	Advertised via F&S Aberdeen Facebook page	Complete – raised £268 for Kick Off for new leaders
Themed Class – Cults Community Centre – Saturday 1 st September 2018	Advertised via F&S Aberdeen Facebook page	Complete – raised £214.70 for Kick Off for new leaders
Soup&Sweet – 8 th September 2018	Advertised via F&S Aberdeen Facebook page	Complete – raised £849 for Kick Off for new leaders
Children in Need Fundraiser - Inchgarth Community Centre Class– 29 th November 2018	Advertised via F&S Aberdeen Facebook page	Complete – raised £85
Senior Christmas Lunch - Aberdeen Squash & Racketball Club – 29 th November 2018		Complete – raised £170 for Macular Society
Buckie Nordic Walkers Christmas Lunch – 5 th December 2018		Complete
Aberdeen Nordic Walkers Christmas Lunch – Craibstone Golf Club Bistro - 14 th December 2018		Complete
Christmas Themed Class – Cults Community Centre – Saturday 15 th December	Advertised via F&S Aberdeen website; F&S Aberdeen Facebook page	Complete – raised £190 for Save the Children
3. Facebook Promotions		

Action	Progress	Outcome
Facebook is used to promote: <ul style="list-style-type: none"> • Events within F&S Aberdeen • Events outwith F&S Aberdeen eg warm ups, fun days etc • New classes • Changes to existing classes • Demonstration of F&S classes via video clips • Annual General Meeting • Competitions • Classes returning eg after summer break 	As this is still a relatively new development, a budget has been allocated to Jackie Leiper to utilise for promotions.	Ongoing

Signed Off: Friskis&Svettis Aberdeen Main Committee

Name: Karen Grant, Chairperson

Date: 3rd March 2019