


APPENDIX 1



Publicity Plan 2016/17

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Action	Progress	Outcome
1. Business Cards		
Consider business cards for issuing to all leaders/available at classes for members to use	£14.99 for 500 business cards (single sided) -  "vistaprint 1 - business card.jpg" Vistaprint	Complete - Distributed to Leaders
2. Member Loyalty Card		
Members to be offered every 10 th class free. Leaders have opportunity to claim back lost income if required.	Standard sign in sheet could be issued to leaders to make it easier to keep track of when a member has reached their 10 th class. Single sided business cards could be used as a loyalty card/JL happy to design.	For discussion at next Leader Forum
3. Availability of class list in pocket size		
If available in pocket size it's easier to carry round and give out along with business card	Jackie Leiper has re-designed these as per suggestion – available to all Leaders.	Complete

4. Re-vamp of Class List		
Existing class list doesn't stand out therefore could we eg colour code class list by intensity which could be more eye catching?	Jackie Leiper to review format	Complete & re-issued
5. 'Aberdeen Citizen' Newspaper Wraparound		
Consider this as a means of advertising across Aberdeen – cost dependent. If overly expensive, consider advert within newspaper.	Obtain cost - FS	FS contacted Aberdeen Journals enquiring about costs for advertising and also wraparound costs. No response received – chased again. Pauline successfully made contact with cost for wraparound being £2000. Awaiting detail of advertising packages.
6. Groupon		
Explore use of Groupon to offer discounted classes	Obtain cost – KS	Option explored – not deemed feasible.
7. Free class offer		
Offer 2 nd class free rather than first class as an incentive to come back again. Leaders have opportunity to claim back lost income if required.	Complete	
8. Schmu Radio		
Consider use of radio to advertise F&S Aberdeen	KS to explore	Option explored – not deemed feasible
9. Local Events – Promotion Opportunities		
Balmoral Race Warm Ups – April 2016		Complete
Dunecht Dash Warm Up – May 2016		Complete
Friends of Duthie Park – Annual Family Fun Day – 21 st August 2016		Complete

Warm Up for Clan Landmark Walk – 24 th September 2016 - F&S Aberdeen to host warm ups – all 5 of them!		Complete
Inchgarth Community Centre Race Night – 3 rd March 2017.	F&S Aberdeen sponsored a race with publicity for the Association via Event Programme; flyers given out on the night and a mention on the night	Complete
10. F&S Aberdeen Events		
Broadway Dans Class – Inchgarth Community Centre – Sunday 7 th February 2016	Advertised via Inchgarth Community Centre; F&S Aberdeen website; F&S Aberdeen Facebook page	Complete - £305.20 raised
Replay 78-98 Jympa – Inchgarth Community Centre – Sunday 15 th May 2016	Advertised via Inchgarth Community Centre; F&S Aberdeen website; F&S Aberdeen Facebook page	Complete - £140 raised
Replay 78-98 Jympa – Hillview – Saturday 3 rd September 2016 in aid of Macmillan	Advertised via F&S Aberdeen website; F&S Aberdeen Facebook page	Complete with £228 raised
Free Taster Sessions – Free classes to all wc 3 rd October 2016.	Advertised via Inchgarth Community Centre; F&S Aberdeen website; F&S Aberdeen Facebook page	Complete – poor uptake
Kick Off 2017 – held 3/4 December 2016 with visitors Johan Thor & Stina Fellstrom	4 Leader LUF's & 2 Masterclasses held – all classes free of charge.	Complete
Golden Games: Participation with both Viking Hiking and classes		Complete
Christmas Jumper Jympa – held 17 th December 2016 in aid of Save the Children.	Advertised via F&S Aberdeen website; F&S Aberdeen Facebook page.	Complete - £255 raised
Swedish Freelance Journalist who was in Aberdeen in February attended Rosey's class with excellent post class feedback. We don't know if the article will be featured in the F&S Magazine in Sweden but we hope!		Complete

11. Facebook Promotions		
<p>Facebook is used to promote:</p> <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 	<p>As this is still a relatively new development, a budget has been allocated to Jackie Leiper to utilise for promotions.</p>	<p>Ongoing</p>

Signed Off: Friskis&Svettis Aberdeen Main Committee

Name: Faye Simpson, Chairperson

Date: 23/03/17