

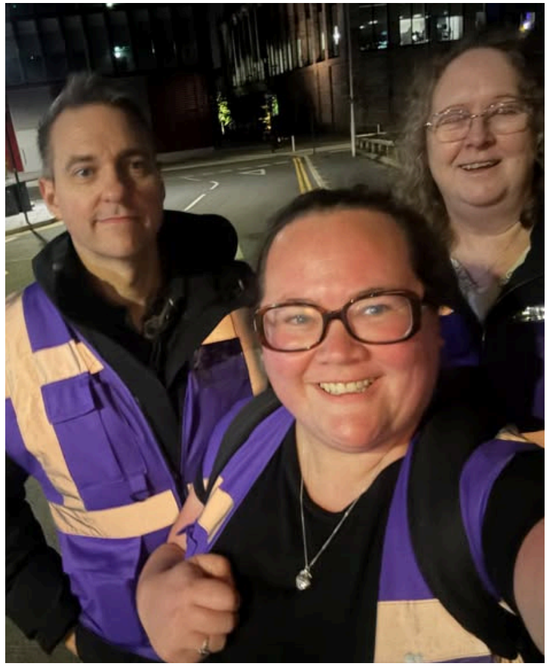
STREETANGELS.ORG.UK

MARKETING ANGELS TOOLKIT

AND AI SUPPORT TOOL

ROC Angels

TOOLKIT OVERVIEW





LOW COST HIGH IMPACT STRATEGIES TO: RECRUIT NEW ANGELS; REACH NEW PARTNERS; & KEEP EXISTING SUPPORTERS EXCITED ABOUT YOUR IMPACT.

Your Street Angels and Festival Angels teams are making a difference as they see lives and communities changed. What you achieve is GOOD NEWS! What you achieve is WORTH CELEBRATING! It is faith in action, making a real and lasting difference through the simple yet profound act of loving the person in front of you. This pack will help you tell your story better!

BACKGROUND & OPPORTUNITY

Your project has a story worth sharing.
Each volunteer has a story worth sharing.
Those you help are a story worth sharing.

Sharing these stories is essential. Your project relies on people signing up to volunteer. Your project works best when in partnership with others in your community. The impact can be greater when you showcase the difference you make and the incredible benefit you bring to the places we serve. The stories help tell a picture of God and people at work on the front-line of communities - it is GOOD NEWS and worth CELEBRATING!



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Marketing doesn't have to cost, in fact the best marketing is word of mouth, which is free! These ideas will help you move into a natural rythym of becoming an Angelic story teller sharing impact and good news!

AI SUPPORT TOOL

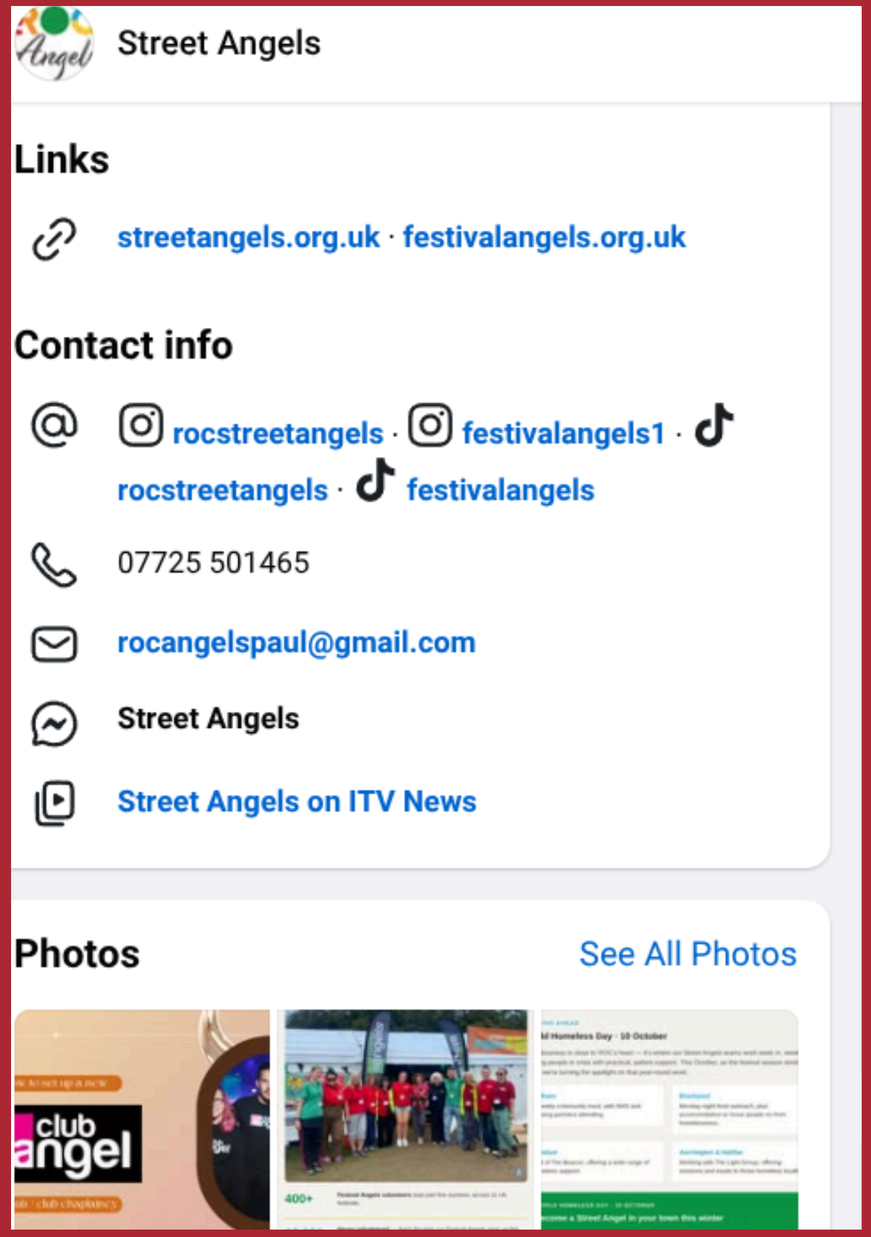


ROC ANGELS HAVE DEVELOPED OUR VERY OWN FREE AI ROC ANGELS MARKETING ASSISTANT TOOL TO GIVE YOU A STARTING POINT TO HELP DEVELOP SOME OF THE IDEAS IN THIS TOOLKIT...



From streetangels.org.uk/marketing download the file skill.md - do not alter this file in any way (simply download to your laptop and follow these instructions):

1. Go to https://gemini.google.com/
2. Sign in with your personal Google account
3. Click Settings
4. Click Skills
5. Click the Upload button
6. Select the SKILL.md file
7. When Gemini shows the skill details, click Create
8. Go back to New chat
9. Type: **We need more volunteers for our Street Angels team** (as a test - then go wild!)



SOCIAL MEDIA

- The easiest way of marketing. The main platforms are Facebook (think of a page as an updated website), Instagram (mostly aimed at sharing images and short vides on reels) and TikTok (mostly aimed for short videos or lives).

Use social media for everything - recruiting volunteers; sharing news of when you are on patrol; linking to other organisations locally and nationally; raising donations; sharing pictures and videos; inviting people to events - the more you post the better!

Some hints and tips:

Be clear in your posts - 'we are on patrol tonight' is vague - 'this week find us out in xx centre on Saturday (1st October) between 9pm and 3am' is clearer!

Don't copy and paste the same post week after week - shake it up! Add pictures, short videos, share from other Angels projects.

Social Media is a community!

Think around the ethics of what you post - don't post pictures of people without consent. Don't overshare information that is traceable. Always ask is the post beneficial to the organisation.

Engage with others - like and comment on other pages as your page!

POSTERS

CHURCH AND COMMUNITY NOTICE BOARDS - POSTERS ARE SIMPLE AND YET CAN ATTRACT A WIDE AUDIENCE

Use an easy design platform like canva.com for eye catching posters and social media images.

Have a targetted season where you place posters in as many places as you can - doctors, libraries, pubs, clubs, community and church venues, local area notice boards. Double that with social media posts and @ other local community / church pages and # your local places.



Find a main focus - use that as the headline (think bill-board)

Keep text short.

Have a clear call to action (ie sign up on our website)

Use strong colours and strong images

Leave blank spaces

Check everything! Read it and ask others to.

ARTICLES



A safe night out in Middlesbrough

Boro Angels

Middlebrough is a Local Alcohol Action Area and is working in partnership with a large number of organisations and individuals to look at alcohol issues across the town to promote a safe night-time economy.

Boro Angels was set up in 2009 as an expression of their Christian faith. They are an independent voluntary organisation, registered as a charity in 2011 and are affiliated with Christian Nightlife Initiatives Network, who assist and support some 120 other such projects across the UK and beyond.

Their volunteers offer a friendly, caring, compassionate and non-judgemental presence in Middlesbrough town centre on a Saturday night until the early hours, working closely with CCTV, police and door staff. They give out flip flops, water and a great number of friends or simply offer a listening ear.

In the five years users of the night time economy value their reassuring presence on the streets.

Richard Peacock, from the Boro Angels said "we get a great deal of love and respect from people enjoying a night out, people will often seek us out to say thank you for the way in which we have helped them in the past, or to give us a thank you hug. The town centre is very lively and vibrant in the night-time hours. We have found that most people simply want to have a good night out with friends and return home safely without causing harm to anyone else."

Richard says the night time economy is important for Middlesbrough providing employment for many people.

If you are reading this and would like to be involved Contact Boro Angels on admin@boroangels.co.uk or find them on Facebook.

The Boro Angels will soon establish a base within the Safe Haven in Middlesbrough's town centre.

COMMUNITY MAGAZINES
CHURCH MAGAZINES
ONLINE - BLOGS, PODCASTS, SOCIAL MEDIA

Many communities will have community magazines that are delivered free to homes in the area. Most church communities have a magazine. Some Local Authorities deliver a free magazine to the Borough. Online there will be social media groups and pages that are local to you. Create some content around your work (include a brief history, SafeNightOut.party, the call to volunteer, when you operate, etc). Either design a ready to go page yourself with good images and email it them or just send them text and image files. Ask them to include it next time they have space.

ROC ANGELS PUBLICITY



ROC Angels aims to keep its social media and website up to date with news and shares from our family of local projects. We produce a regular newsleter.

This is available for you to share on your platforms so you can showcase Good News stories from other local projects. Show your community you are part of something bigger!

MONTHLY NEWSLETTER

ROC Angels sends out a newsletter with a round up of Angelic News. Share this on your socials and with your team.

SOCIAL MEDIA VIDEOS AND POSTS

ROC Angels shares posts from across the Network. Tag @rocstreetangels in your social posts! Share posts that are local to you or of national significance.

FESTIVAL ANGELS OPPORTUNITIES

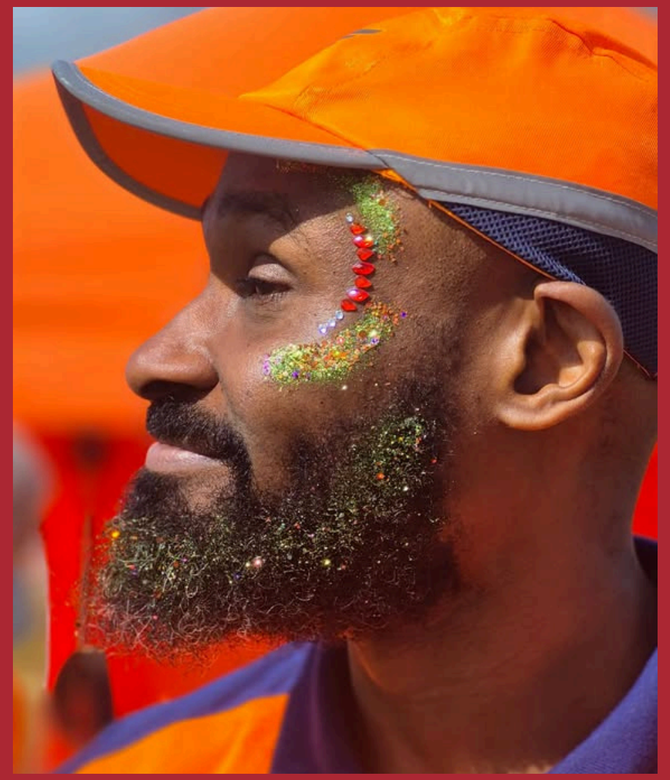
Festivals attract people from across the UK - share @festivalangels posts with localised comments linking Festival Angels to your local project.

COMMUNITY EVENTS

Street Angels are a predominantly night-time initiative but sometimes it is good to offer to steward and help at daytime community events. Not only does it offer the group an amazing team of dedicated and trained people but it introduces you to a new audience.

If you want a fun way of engaging with people at festivals type events, Festival Angels have supplies of ‘Jesus Loves Festivals’ temporary tattoos and Gospels.





- **STEWARDING AT EVENTS, GALAS OR FESTIVALS**
- **HOLDING AN INFORMATION STALL AT EVENTS OR IN YOUR TOWN**
- **PROMOTING LOCAL EVENTS ON YOUR SOCIAL MEDIA**
- **JOINING IN THE FUN (LIKE THE UPTON-UPON-SEVERN FESTIVAL ANGELS BORDER MORRIS DANCE TEAM!)**
- **APPROACHING OTHER ORGANISATIONS WITH AN OFFER OF HELP**

MEDIA



NEWSPAPERS, MAGAZINES, RADIO, TV... THESE ARE GREAT PLACES TO PROMOTE YOUR LOCAL PROJECT.

Traditional media is still a great place to share news about your project.

The AI Support Tool and ROC Angels can help you write a great Media Release (but then personalise it to become your own words).

Create an email list that includes: community, hospital, local and regional radio; local newspapers; church network news teams; community magazines, volunteer or community networks with newsletters, and ROC Angels.

ROC Angels will share news stories on its platforms - if a project close to you has a feature in the media be sure to share it and tag them!



QR CODES & LINKTREE

Free to set up and easy for people to snap on a phone. Chroime browser allows you to create a QR code of a web site from ‘Cast, Save, Share’ menu option.

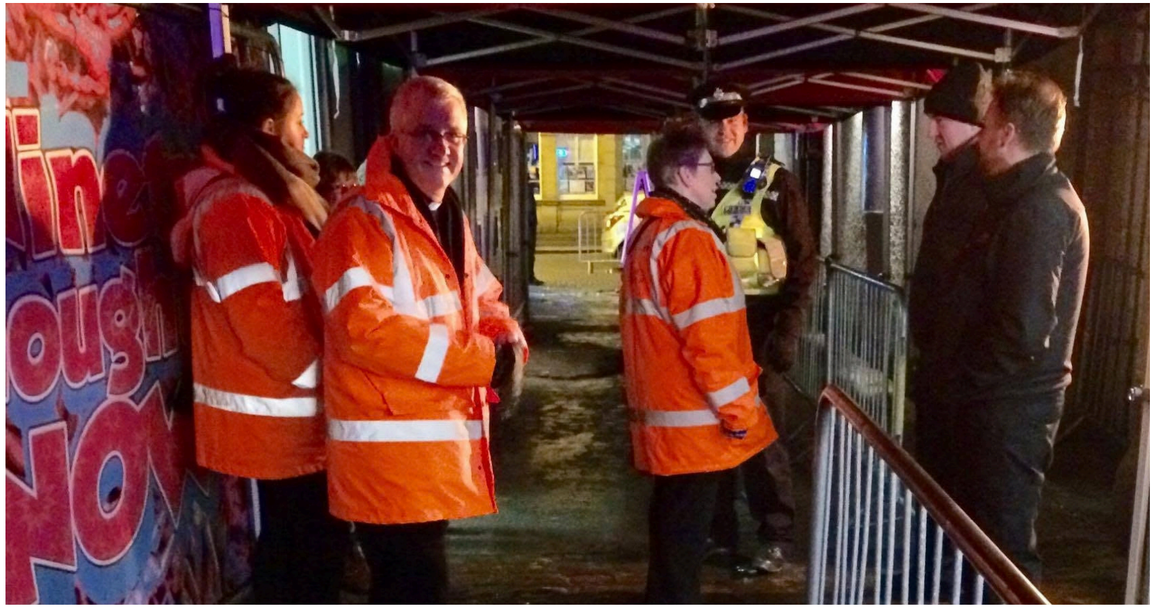
LinkTree is a free tool that allows you to list different websites in a menu. It is free to set up and use and means people can select which platfom suites them (Web, Facebook, Insta, TikTok, Donate, Volunteer...)

The QR code on the left goes to the Festival Angels LinkTree - give it a try!





VICARS (AND OTHERS) ON THE STREETS!



INVITE YOUR LOCAL VICARS!

Invite your local vicars, Bishop's, MP, Mayor, High Sheriff, Lord Lieutenant... to a special night with food, meet the team and go on a patrol.

ELECTION COMING UP...

Invite all candidates to join you for a night (maybe different nights!) - they will likely mention it in publicity and talks!

SPECIAL EVENTS

Always invite local dignatries for special occasions - eg award ceremonies, volunteer thank you events, etc.

LOCAL THEATRE - SELFIE MOMENT!

Work out where the stage door is and aim to get on patrol selfies with celebs as they leave - tag them in social posts and great for local publicity.

CELEBRATE THE TEAM

- **PEOPLE IN YOUR TEAM ARE THE MOST IMPORTANT ELEMENT TO YOUR WORK**

- **CELEBRATE THEM!**
  THANK THEM!
  INVEST IN THEM!





People in your team are the most important element to your work! Without a good team you would not be able to do what you do.

Use every opportunity to build a culture of honour that recognises and celebrates the amazing part that each person brings. Hold thank you events, award nights, bring cake to the start of patrols, celebrate the team as part of your social media posts....

Monthly or Annual Impact Reports can help show hours invested by xx on the team, numbers of people helped, items handed out and feedback from those helped.



INTO SCHOOLS

Street Angels is a good way to connect with your local High Schools (see right).

Use the BBC / ITV News videos found on the Street Angels and Festival Angels website as part of a lesson.

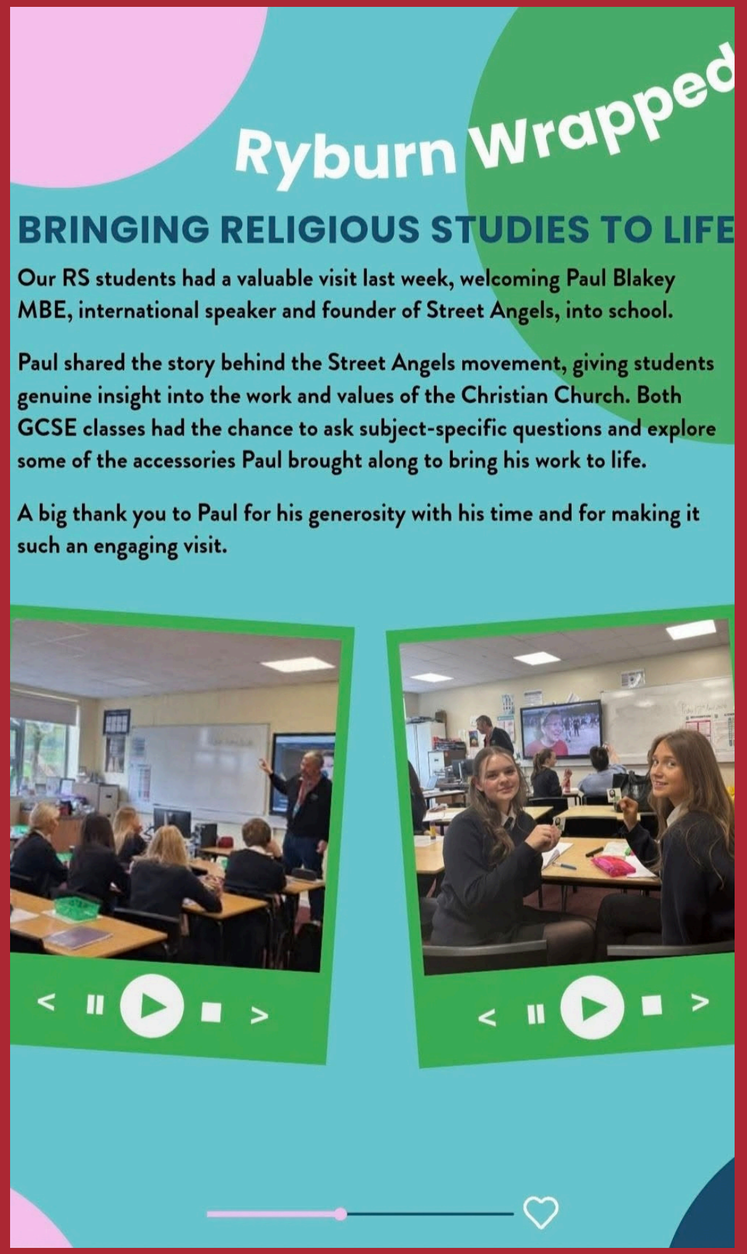
The Alcohol and Safety Pack is either a lesson in iteself or can be used to explore key themes.

Beer Goggles are a good resource to show young people the effects of alcohol. ROC Angels can supply Jesus Loves Festivals temporary tattoos (which we use at Festivals).

THE ROLE OF THE CHURCH IN THE LOCAL COMMUNITY: STREET PASTORS (SIMILAR TO STREET ANGELS) IN AQA GCSE RELIGIOUS STUDIES, FOCUSING ON HOW CHRISTIANS SUPPORT PEOPLE IN PUBLIC SPACES.

A TALK IN A SCHOOL GCSE RS LESSON BY A LOCAL STREET ANGELS CAN COVER HOW STREET ANGELS / PASTORS STARTED AND AROUND THE WORK THEY DO IN YOUR LOCALITY.

ONE SCHOOL SET UP 'CORRIDOR ANGELS' AS A RESULT OF A SCHOOL VISIT!



SAFENIGHTOUT.PARTY

Street Angels are about helping people have a SafeNightOut. We have created this design and helpful tips that can easily be shared online, within community / church magazines or printed for display in pubs, clubs, taxis, community notice boards, etc.

SafeNightOut.party has downloadable graphics as: an A4 poster, individual Instagram sized messaging; signs your drink might be spiked poster; and a radio clip from BBC Radio Leeds.

Ahead of busier nights-out (Christmas, Bank Holidays, Halloween, Summer) share the SafeNightOut.party and graphics on your socials.





NATIONAL INITIATIVES

Every year there are different days, weeks and events marking occasions and causes. Obvious ones that you can utilise to show how you are helping raise awareness and support those affected or to promote your work and teams include:

Week of Prayer for Christian Unity - 18th - 25th January
Volunteers Week - beginning of June
International Day of Charity - 5th September
World Suicide Prevention Day - 10th September
World Homeless Day & World Mental Health Day - 10th October
International Volunteer Day - 5th December

This is alongside New Year, Lent (we run a #Do1NiceThing campaign during Lent), Easter, Bank Holiday Weekends and Christmas when special marketing can be done around the extra your project is doing alongside the reminder to have a safe night out.

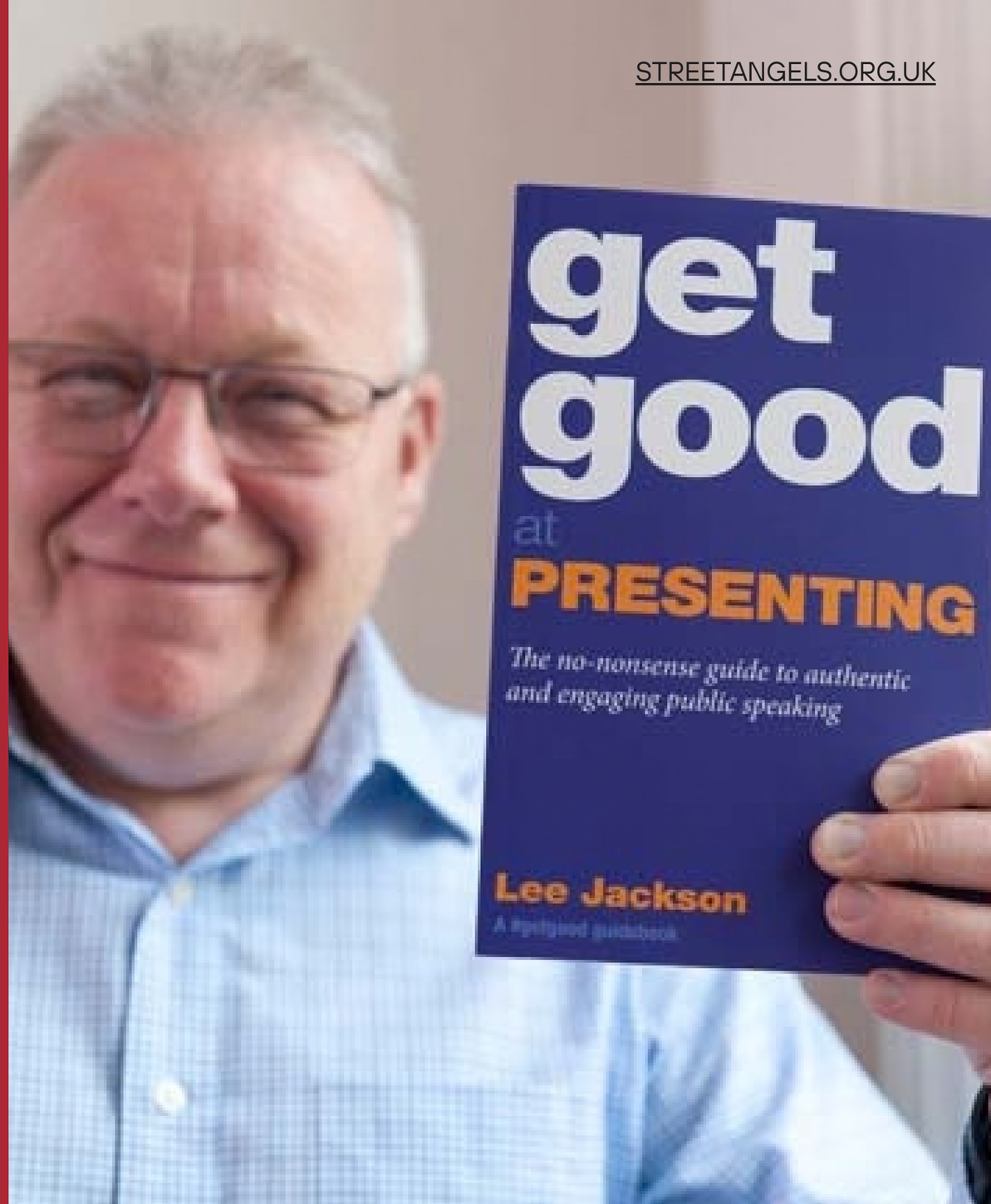


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GET GOOD AT PRESENTING

- Giving talks to groups (such as WI, Men's / Ladies, After Dinner, church gatherings) is a great way to share the good news of your project.

- Award winning motivational speaker, presentation coach and Street Angel Lee Jackson has a special £10 deal on his Get Good at Presenting online masterclass - click here to access.



SHARE JESUS!

JESUS LOVES FESTIVALS

Within the marketing of your project is the ideal opportunity to share the amazing news that God loves people and is for people!

People are amazing and have worth and value.

ROC Angels has resources, including: temporary tattoos; Jesus Loves Festivals and Jesus Loves Clubbers Mark's Gospels; and You Are Amazing graphics.

These simple tools are designed to encourage people and to help us in our mission of 'love the person in front of you'!

You are amazing. You are wonderfully made. You have value and worth. You are a masterpiece, a work of art, created by a God who loves you and is for you.

Six moments for you...

1 - Sky Gaze: Look at the sky, trees or the view for 2 minutes...
2 - Gratitude: What 3 things are you grateful for right now...
3 - Soul Stretch: A gentle stretch to release tension in your body...
4 - Re-hydrate: Drink a glass of water. Ask God to refresh your soul...
5 - Listen to Peace: Zone out and seek rest and peace for your soul...
6 - Lay Down: Connect to the earth, meditate on the words above...

Download this graphic to your phone. Find times to invest in you. You are amazing. You are wonderfully made. You have value and worth. You are a masterpiece, a work of art, created by a God who loves you and is for you.

festivalangels.org.uk



CONNECT

↘ And finally! Please do connect with other Street Angels and Festival Angels on social media. We are at:

@rocstreetangels
@festivalangels

↘ @rocstreetangels
@festivalangels1

@rocstreetangels
@festivalangels

