# THRIIVE
Helping you help others become active.

How can we make contact with the people in our community?

Plan

This question is important because...

There are many reasons you will need to be in touch with the people you want to work with as well as other local organisations. These may include: finding out what people need and how best to meet those needs, recruiting volunteers, making sure you aren't duplicating what's already available, liaising with other services which work with the same people, and getting referrers on board – as well as advertising your service to potential participants.
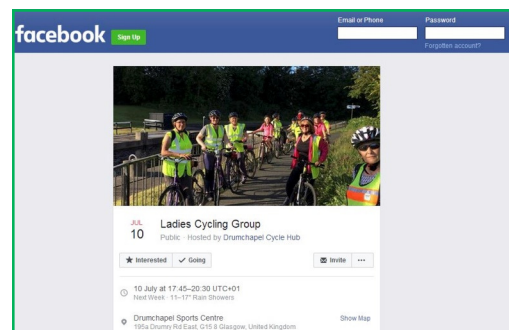
Research

The University of Strathclyde report suggests people are as much motivated by fun and meeting other people as by becoming active. When advertising your services and activities, therefore, you should consider what motivates people to take part.

Key messages

✓ Make contact with people through other organisations that are already working in the same area and/or with the same groups. They may be able to put an article in their newsletter or mention you on Twitter or Facebook. Your local Third Sector Interface [TSI] can help you find these organisations – find your TSI here: www.vascotland.org/find-your-tsi.

✓ Consider your local networks and any pre-existing relationships you have which can help you make contact.

✓ Social media and local community websites can be a powerful and non-threatening way of making contact with individuals. You may also be able to use local newspapers. Use words and images that are open, friendly and suited to the people who you wish to engage.

The Scottish Government
Riaghaltas na h-Alba

LEGACY 2014
XX COMMONWEALTH GAMES
SCOTLAND

SPIRIT OF 2012

→

find related resources at
www.thrivetoolkit.org.uk

How can we make contact with the people in our community? (continued)

- ✓ The term 'inactive' can be unhelpful and act as a barrier for some. Consider using language around 'becoming active' and 'active journeys' in your materials, and emphasise the social and fun.

- ✓ Identify the "sticky places" in your area (places where most people go fairly often) – and use these to make contact. They might be libraries, local shops, supermarkets, the park, the community centre, churches etc.

- ✓ The type of recruitment pathway (community/place, condition or mixed) you choose will determine the reach of your project.

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