

Sainsbury's

Active Kids

For All

Inclusive Community
Training Programme

For all ages



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Sainsbury's Inclusive Community Training Programme – Top Tips

Top tips for engaging the target audience

1. Use EFDS resources to support you to identify and engage with new audiences e.g.:
 - [Supporting you to engage with the target audience](#)
 - [EFDS engaging disabled people in sport and physical activity guide](#)
 - [Regional EFDS Engagement Advisors](#)
 - Consider the local disability mapping / reach work you have been supported with by the EFDS Engagement team.
2. Focus on specific organisations for each audience type; it is better to build one or two quality, on-going relationships, than a mail out to loads!
3. Understand what the organisation you are targeting does, their reach and how the training would benefit them; tailor your support and communications to meet this e.g.:
 - Use of relevant case studies: [ICT Case studies](#)
4. Support organisations to understand their role in physical activity and sport; how does this align with their motivations?
5. Use different communication channels and consider the most relevant ones for the organisation you are targeting.
6. Make sure organisations are aware of what else you can offer / support them with e.g. use of equipment, funding or volunteering opportunities and promotion.
7. Building relationships with new organisations may take time; plan for this in advance – speak to new organisations early in the programme year to allow for lead time.
8. Don't just focus on one audience type, use this as an opportunity to build your network and reach.
9. Try to run workshops in different locations, at different times; supporting different people to attend.
10. Reassure participants before and after the workshop using regular communications to encourage attendance and use of new skills.

inspired
by 2012



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Top tips for communications and promoting the training

1. Get high-quality photos, video, sound clips and quotes from participants during the workshop which can be used in future promotional material and local news stories.
2. Use social media – Twitter and Facebook. You only get a few characters, so make the most of them! Don't forget to include information about when and where workshops are taking place.
 - [ICT Twitter Guidelines](#)
3. Use social media during the workshop; sending live tweets and Facebook posts helps promotion and interest.
4. Build a list of local media contacts who you can share news stories and press releases with. Find out who the sports, health, community and education journalists are for local radio, newspapers, news websites and TV.
5. Aim to get local media coverage both in the run up to and after a Sainsbury's Inclusive Community Training workshop.
6. Think about what the unique selling point (USP) is; what makes the Inclusive Community Training special that will make it stand out from other local events? Emphasise this throughout your communications.
 - ICT Programme Information and Promotional Material available on the [Sainsbury's Inclusive Community Training Partner Page](#)
7. Keep press releases short (one side of A4) and remember to make them stand out to the journalists. Aim to include; the USP, background information, workshop details, quotes, a high-quality colour photo and details of a relevant contact the media can reach.
 - [ICT Press Release Template](#)
8. Tweet journalists directly by beginning the tweet with their @handle, e.g. @mo_farah; most reporters use social media and messaging them directly makes it harder for them to ignore!