

Publicity Options for Crawley u3a Events

(From Annex to 30th July Ruby Celebration Report)

- RH Uncovered – Jamie@mantramagazines.co.uk – advertised in What's On
- Streetwise - sales@localstreetwise.co.uk – couldn't see my advert in there
- Crawley Observer letters page – article and photo submitted 20th July, article and photo appeared online on 21st July, letter in 23rd July Observer. Article and photos of the event appeared online on 4th August and a half page spread in the Observer on 13th August
- Crawley North & Crawley South – no longer distribute in Crawley
- Crawley Live – deadline had passed. Not sure whether they do free advertising for a registered charity. If you have to pay, a quarter page is £327! The deadline between closing date and publication is eight weeks
- Crawley Community Action newsletter and website:
Sohini.ghosh@crawleycommunityaction.org link to the Ruby Celebration web page appeared in 21st July fortnightly newsletter
- Two leafletting sessions held in the Town Centre on Thursday 24th July (Sue Parker & Jim McGough) and Saturday 26th July (Sue Parker & Christine Willows). By Saturday 26th July it was apparent that the Facebook Neighbourhood Group advertisements had paid off as several people mentioned them plus one person mentioned RH Uncovered
- 350 copies of the A5 flyer and 150 copies of the A4 flyer ordered. 50 copies of the A4 flyer would have been sufficient and 250-300 copies of the A5 flyer (300 if we had been able to do a third leafletting session)
- Crawley Library – handed in updated leaflet and A5 flyers
- Crawley Museum – put up A4 flyer
- St Paul's – put up A4 flyer
- Broadfield Community Centre – leaflets and flyers left there
- Bewbush Community Centre – leaflets and flyers left there

Facebook

- Spotted Crawley (Facebook)
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- What's on in Crawley Today (posted voluntarily by Maureen Dawkins)
- Crawley Community Group (posted voluntarily by Maureen Dawkins)
- *Crawley Talks (Facebook) – two attempts to post which were not approved*

- Facebook Neighbourhood Groups:
 - Broadfield & Bewbush Residents (posted by Sue Parker)
 - Forge Wood Residents Group (no rules) (posted by Sue Parker)
 - Furnace Green (posted by Sue Parker)
 - Gossops Green Residents (posted by Graham Friday)
 - Ifield, Ifield Green & Ifield West Community (posted by Wendy Townend)
 - *Kilnwood Vale Residents – applied to join, nothing heard*
 - Langley Green Residents Group (posted by Sue Parker)
 - Maidenbower Residents Uncensored (posted by Sue Parker)
 - Pound Hill Residents (posted by Margaret Lloyd)
 - Southgate Residents Group (posted voluntarily by Maureen Dawkins)
 - Three Bridges Neighbours (posted by Sue Parker)
 - Three Bridges Residents (posted by Sue Parker)
 - Three Bridges/Crawley/Horley & East Grinstead Residents (Sue)
 - *Tilgate Residents (Sue) – tried to post twice but posts not approved*
 - West Green Neighbourhood (posted voluntarily by Maureen Dawkins)
 - West Green Residents (posted voluntarily by Maureen Dawkins)

- Other u3as:
 - East Grinstead (contacted via their website) – received reply asking if this is a u3a event, which I confirmed to them and then asked for details of the event, which I sent to them
 - Haywards Heath (contacted via their website) – replied asking for more details but then looked at our website and decided it was mainly aimed at Crawley u3a members. I replied saying not at all, it's an event for everyone but no reply and it was not worth continuing the correspondence
 - Horley (contacted via their website and Messenger)
 - Horsham (messed Shiel Campbell and Mike Harrod) plus placed the advert on their Facebook page, having sought their permission first
 - Reigate & Redhill (contacted via their website) – too late for their July newsletter but offered to put in a short piece and photo in the August

edition, space permitting – not followed up due to lack of time