

PITCHING & PROMOTING YOUR GROUP

You've decided you want to start a group and have made steps towards setting it up. Along the way you may want or need to promote & pitch your group to different folks...

TO WHOM??

identify your audience

- potential members
- funders
- managers
- potential host organisation

ask yourselves or them =

HELP!

as a GP I always
feel stuck for what
to suggest when it
comes to paranoia

I'm looking to expand our
portfolio of support

I'm fed up of labels
(just want a space to
be me!)

We have slots in
our Service User
forum for new
services & groups

We have 5k to
give to groups in
the community

WHAT ARE THE TURN OFFS & ONs?

this will be different with each person & each group so
it is always good to ask as they'll know best!



PITCHING & PROMOTING YOUR GROUP 2

On the Mind In Camden website you can download flyers & posters for other Paranoia & Beliefs groups from the network. Have a look & get ideas! Here are some things to think about =



QUOTES

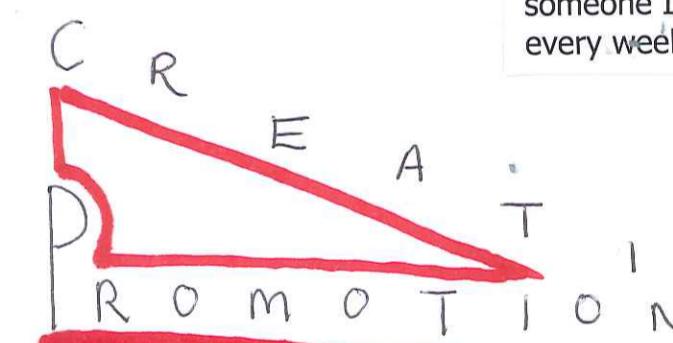
- quotes from members can be useful to express how groups can help
here are some collected by the project

"The non-judgmental acceptance helps. Also, seeing the belief holistically, in that I can talk about all aspects of my life and see it in a context."

"Becoming a member of the group was my first step to looking after me!"

"It's the only place I can be me."

"Knowing there will be someone I can talk to there every week is such a relief."



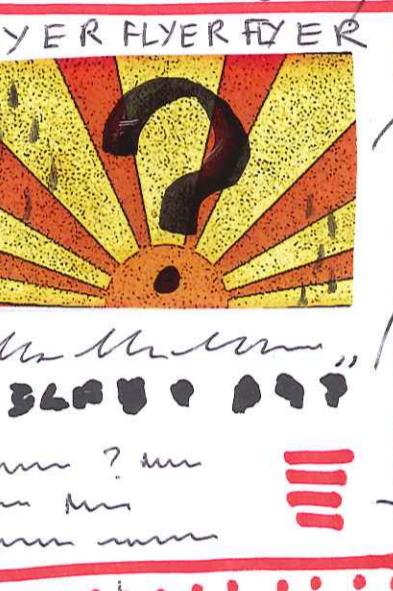
- speaking at team meetings
- sponsorship
- flashmob
- radio
- advert
- celebrity endorsement
- a play
- billboards
- documentary
- guerilla knitting
- postcards
- poem competition
- events

Open Session = a session similar to the group but open for people who aren't sure, their supporters without sharing "signing up", supporters & workers can find out more to help promote. Downsides = could feel confusing, is this the group? might feel unsafe if lots of different people, members might prefer to just be with peers, different needs in the room.

Group Session = to launch the group you just start the group. Positives = gets straight on with it, just for the members, clear start. Downsides = can't come to speak, not have great attendance, private chat or questions.

:LAUNCHES:

Whatever your launch be sure to think about = atmosphere, food drink, location, including alternative perspectives, personal testimony, space for questions, chance to ask questions, information about group, facilitators available for a roles, facilitators available for a great attendance, private chat or questions.



GROUP ETHOS / WHAT IS THE GROUP IS & ISN'T

"Do people call you paranoid?"

Disagree? This group could

be for you" Tap into the differences about these groups to communicate that this group is about personal meaning, peer support, confidential whatever your belief. You could give some examples of some of beliefs people would be welcome to share in the group.

ACCEPTANCE - SUPPORT - SAFE SPACE - CONFIDENTIAL

IMPORTANT INFO

- time
- contact info
- location
- tea & coffee!
- accessibility

celebration = a party or event with a celebratory feel = music, a celeb. Positives = could draw lots of people to hear about the group, could be fun, empowering, include different perspectives. Downsides = might feel overwhelming if you are being paranoid, feel like "there's nothing to celebrate", may miss the important info, expensive

conference = an event involving lots of different ppl exploring different ideas. Positives = good for networking, really spend time exploring the different approaches, testimony, space for questions, chance to ask questions, information about group, facilitators, shows investment. Downsides = could feel exclusive, intimidating, could feel very far from a group, could feel confusing and hard to get across info about group.

What are the benefits?

- reduced distress
- confidence
- self esteem
- coping strategies
- dealing with triggers
- empowerment
- social connections
- community
- acceptance & understanding
- hope

L P & B N