

Helping the organisation grow

"I am delighted to invite you to be part of the SWI membership drive campaign, and I'd like to invite you to help us reach and recruit new members. With the fallout from COVID and many Institute closures, we are facing a challenging time as a membership body, but we must remain collectively resilient and proactively confront the challenges that lie ahead. That's why we have created the SWI Member Toolkit, full of tried and tested ways of attracting interest and new members.

With your support and enthusiasm, we can spread the important message of women coming together, doing something

they love, building confidence, feeling included and learning!

I want to say a 'thank you' for being part of this campaign and appreciate all your support. We can publish all the results so that the membership will see the uptake across Scotland, and we will monitor and learn what is and is not working and adapt the campaign accordingly. We expect to run the campaign for six months, from February-July 2022."

Diane Cooper

Chief Executive, Scottish Women's Institutes



Using your members' toolkit

This toolkit provides a range of free-to-use leaflet and poster designs, plus social media assets to support the SWI membership

campaign. Please use all of the tools – or any you choose – to promote the campaign in your community.

Five steps to show your support

- 1 Print out a poster and display it in your local shop or supermarket pinboard
- 2 Use our leaflet design to print leaflets and distribute them in the local community (This is recommended for Federations and Institutes as a printing cost is involved)

- 3 Share our campaign video
- 4 Change your Facebook cover
- 5 Share our social media cards and posts

Find out how >>>

1 Print out a poster

We have created two printable A4 posters which you can download and print, then ask your local shops and community spaces to display. These may be vet practices, doctors' surgeries, community centres, etc – wherever you think they will reach the most people. The posters have a section where you can add information about your Institute meeting dates and location, and your local contact details.



Click <https://bit.ly/SWI-membership-drive-2022> to download the posters.

2 Print SWI leaflets

We have created a printable A5 leaflet which you can download and send for print. As this comes at a cost, we recommend this is done by Institutes and Federations.

We have selected an online service offered by Print Studio Scotland, based in Glasgow, but the file can also be taken to any local print shop near you.

The silk finish of these leaflets allows for local Institute details to be added in ballpoint pen.

1 Click <https://bit.ly/SWI-membership-drive-2022> to download the leaflet.

2 Upload to <http://bitly.ws/oqra>

3 Choose a quantity – e.g.
 _ 100 flyers cost £15 and
 _ 200 cost £27.50.

4 Select weight: 150GSM SILK.

5 Select size: A5.

6 Upload the file and confirm
 _ your order.

7 Wait 2-3 days for delivery.

8 Distribute locally.



3 Share the SWI video

We have a short video for you to share. There are a few simple steps to follow – it will only take a minute!

1 Click <https://bit.ly/SWI-membership-drive-2022> to download the SWI video to your device.

2 It will automatically save to your Downloads folder as a Zip file. Just double-click on this to access the video. It's

_ now ready to upload
 _ to your Facebook
 _ page.

3 Go to your Facebook page as you usually would.

4 On Facebook, click the 'Photo/video' option at the top of your news feed – just below 'What's on your mind?'.

5 Click 'Add photos/videos'.

6 A list of options will come

Do it with the

 Join today at
www.theswi.org.uk

_ up. Go to your Downloads folder and click on the video.

7 Add a message encouraging your followers to watch the clip and find out more about the SWI.

8 Click 'Post'. All done!

4 Update your Facebook cover

You could show your support by replacing your personal, Institute or Federation Facebook cover for the duration of the campaign.

The Facebook cover is the larger photo at the top of your profile, above your profile picture. Like your profile picture, cover photos are public, which means that anyone visiting your profile will be able to see them.

1 Click <https://bit.ly/SWI-membership-drive-2022> to download the Facebook cover to your device.

2 Save it to your Downloads folder, your Photos folder or Camera Roll. It's now ready to upload to Facebook.

3 Go to Facebook as you usually would.

4 On Facebook, click 'Add Cover Photo' in the bottom right of the image or the grey box at the top of your page.

5 Click 'Upload photo'.

6 A list of options will come up. Go to Downloads, Photos or Camera Roll – wherever you saved the image – and click on the image.

7 Click 'Open' or 'Upload Photo' to upload a new photo from your computer.

8 Click 'Save Changes'. All done!



5 Share SWI social media cards & posts

These are the best way to show your support as these cards reach all of your followers who can then click on the card and go straight to the SWI website. They are perfect for sharing on any of your social media channels and any relevant Facebook Groups you may be a member of.

We have a range of cards for you to share. You can choose to share as many times as you like – we recommend two a week – and it would be great if you could continue posting these all the way through to July.

There are a few simple steps to follow – it's quick and easy!

1 Click <https://bit.ly/SWI-membership-drive-2022> to download one of the SWI Social

Media Posts to your device. You can add as many as you like or come back for more later.

2 Save it to your Downloads folder, your Photos folder or Camera Roll. It's now ready to upload to Facebook.

3 Go to your Facebook page as you usually would.

4 On Facebook, click the 'Photo/video' option at the top of your news feed – just below 'What's on your mind?'.

5 Click 'Add photos/videos'.

6 A list of options will come up. Go to Downloads, Photos, or Camera Roll – wherever you saved the image – and click on the image.

7 Add a message encouraging your followers to find out more.

8 Click 'Post'. All done!



Thank you for helping the organisation grow