



Raising the profile of the RLSS in the South East of England

Safeguarding lives in, on and near water

Why raise our profile?



- Achieve our Aims – reducing the number of drownings
- Encourage participation in clubs
- Encourage participation in outreach activities
- Build longer-term support through recognition
- Raise funds

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Let's think 'locally'...



- **The South East Region** – Surrey, Kent, Sussex, Middlesex, [nb Central London]
- Your **County**
- Your **Town**
- Your **Neighbourhood**...
- Your **neighbours**...
- Your **colleagues** at work...
- Your **family**...
- Your **Facebook Friends**...
- Your **LinkedIn Contacts**...
- Your **Twitter Followers**...

Which 'area' is most appropriate for you, right now?

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Who 'ought' to know?



- People WE would **LIKE** to know....?
- People who could **BENEFIT** from knowing...?
- People whose **JOB** it is to know... ?
- People who might **WANT** to know... ?

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What do we want them to know?



- Overview information....?
- Routinely updated information...?
- *Ad hoc* information... ?
- Things that are about to happen... ?
- Things that have just happened... ?

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What do we want
them to do with it?



[This is the 'call to action'...]

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How best to tell them?



ROYAL
LIFE SAVING
SOCIETY UK

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The standard 'sales' letter ...



- Works for letters, emails, press releases, brochures, telephone calls, interviews, talks...
- **ATTENTION** – grab theirs
- **INTEREST** – just enough detail about the specifics
- **CONVICTION** – the benefit to THEM
- **DESIRE** – an emotional hook
- **CLOSE** – what you want them to do

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Water Safety Awareness Week



- **Each year 850 people drown, will your son be one?**
- The majority of those wasted lives will be young men, aged 18 to 25, who have had 'one too many' to drink, and who will drown in a canal or river in the middle of their town or City.
- They only needed a sensible friend, with presence of mind, and simple skills to prevent a tragedy.
- In just 12 weeks, we can teach most school pupils all they need to know to keep themselves safe, to get out of danger, and even to save a friends' life. Help your son or daughter become a hero...
- Encourage them to sign up at Dorking Life Saving Club.

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Let's draw up a little plan...



- Pick TWO of your 'targets'
- What do you want them to know about?
- What do you want them to do with it?
- Who else needs to be involved from your 'end'?
- When will you give it a try?

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