Building your project's profile

25 November 2026

Learning objectives



How to roll out a project brand quickly and build recognition



What to consider to create a simple, practical project website.



How to choose and use realistic KPIs to demonstrate communications and marketing impact.



How to gather feedback from beneficiaries on project effectiveness.



What motivated you to attend today's workshop?

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The project

Mission

What problem are you solving?

Audience

Who cares most about this problem?

Promise

What tangible impact do you create?

Example:

“We support 1000 older people in Ennis and the surrounding area, reducing loneliness and social isolation."

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Example aims, outcomes and objectives

Aim: To improve older people's wellbeing

Outcomes:

People feel less lonely

People make more friends

- Run cultural events locally
- Offer music and dance lessons

Aim: To reduce loneliness

Outcomes:

People feel more confident going out

More people volunteer

People make more friends

- Plan activities together
- Offer volunteer opportunities
- Offer cultural workshops

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Task: Communication and marketing goals?

What do we want to achieve in terms of how people:

- Recognise
- Understand
- Engage with your project?

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Reflection

What is your biggest project communication or marketing challenge?

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Five principles for project communication

- **Keep it affordable:** Can we focus on free and low-cost tools?
- **Keep it manageable:** Consider how to achieve results with limited staff and volunteer time.
- **Keep it proportionate:** Not every project needs its own website, extensive branding or a sophisticated monitoring framework.
- **Keep it people-focused:** Prioritise connection with beneficiaries, not just funders and stakeholders.
- **Keep it evidence-led:** demonstrate meaningful change, not simply how much communications activity has taken place.

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Brand awareness and recognition

Step 1: Create a simple brand

Step 2: Build visibility quickly

Step 3: Build on trust

Step 4: Create signature content

Step 5: Collect social proof

Step 6: Use the 7 - touch rule - consistent engagement matters!

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Step 1: Create a memorable identity

- Project name
- Tagline
- Logo
- Two colours
- One font

For example:

Name: Clare Connections

Tagline: building community connection through local cultural activities

People remember simple brands more quickly.

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Step 1: Create a one sentence pitch

Everyone involved should use the exact same sentence.

Example:

"We're helping older people make connections and have fun through local cultural activities and events."

If ten volunteers describe your charity ten different ways, brand recognition suffers.

Task: What's your one sentence?

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Step 2: Build visibility quickly

Develop a clear and consistent description of the project.

Make every post count:

- Highlight the problem
- Showcase your solution
- Demonstrate the impact

Bring your brand to life by sharing:

- News and updates
- Events and activities
- Fundraising achievements
- Volunteer stories
- Partnerships and collaborations

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Step 3:
Build on trust

Partner with

- Other charities and non-profits
- Local authorities
- GAA clubs and sports clubs
- Community groups
- Schools, Universities and Colleges
- Community centres
- Faith organisations
- Local businesses

When a trusted organisation shares your project: their credibility transfers to you.

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Step 4: Create signature content

Create regular, recognisable content.

Ideas: Events, Campaigns, Social media series

"100 Stories of Hope", where each week you share three short stories:

- **One beneficiary:** Someone who has benefited from the project
- **One volunteer:** Someone who gives their time to support the cause
- **One supporter:** Someone who donates, fundraises or champions the project

Share real stories that show the difference your project makes.

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Step 5: Collect social proof

Share:

- Testimonials
- Beneficiary stories
- Volunteer experiences
- Quotes from supporters
- Media coverage

Small wins matter early on. Instead of:

"We're making a difference."

Say:

"Thirty local families received food support this month."

Specific impact is memorable.

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Step 6:
Use the 7-touch rule

Most people won't remember you after seeing you once.

People may need to see your brand:

- In local news
- At an event
- Through a friend
- On a poster
- On Instagram
- On LinkedIn
- In a newsletter

before they recall it.

Consistency matters!

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Practical 120 day plan

Month 1 - Get the basics in place

- Set up or refresh the website
- Create key social media accounts
- Share the organisation's mission and story
- Identify potential partners and supporters

Month 2 - Start building awareness

- Begin regular social media updates
- Reach out to potential local partners
- Share an initial success story or testimonial
- Identify relevant community events

Month 3 - Grow engagement

- Run one simple awareness campaign
- Explore local media opportunities
- Attend one or two community events
- Build relationships with supporters and partners

Month 4 - Build for the future

- Develop one flagship initiative for the year ahead
- Start collecting email contacts
- Identify potential ambassadors or advocates
- Review progress and share key achievements

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Project website

- Essential pages:
- About the project
- Who the project supports
- What the project offers
- How to access support or get involved
- Impact, stories and testimonials
- Contact details

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Decide

- What is the purpose of the website?
- Who are the main audiences?
- What is the first thing website visitors should see?
- What information should be immediately accessible?
- What action do we want website visitors to take?

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Content

- Project name, logo and short description
- Project goals, objectives and activities
- Where the project covers
- News and updates
- Beneficiary stories and testimonials
- Resources and downloadable materials
- Partner logos and acknowledgements
- Contact details and social media links.

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Website checklist



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Task: Measuring impact

Why is it important to measure the impact of our project communications and marketing?

What do we want to show?

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Measuring impact

1. Why is it important to measure the impact of our communications and marketing?

- To learn
- To help us improve
- To demonstrate our value and impact
- To be accountable

2. What do we want to show?

- Who we are reaching
- Are we engaging the right audiences?
- What actions are people taking?
- What difference are we making?

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Choosing and using KPIs

- What does success look like?
- Relate the KPI to your outcomes and activities
- Where will you get the data, how often and who?

Planning questions

- Are we measuring what matters?
- How do we measure awareness and understanding?
- How can we demonstrate communications value to partners and funders?
- What data can we collect without additional resources?

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Meaningful measures

You might choose to track:

- Reach
- Project uptake
- Level of engagement
- Brand awareness
- Website traffic
- Volunteer sign-ups
- Donations
- Event registrations
- Social media followers
- Changes in policy
- Satisfaction rates

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Website KPIs

- Unique visitors
- Returning visitors
- Average time on page
- Resource downloads
- Conversion rate – taking action
  - Newsletter sign-ups
  - Signing up to volunteer
  - Registering for an event
  - Making a donation
- Bounce rate – level of engagement

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Measure campaign impact

Campaign → Reach → Engagement → Action → Impact

Show what your campaign achieved, not just how many people saw it.

Example: Winter Culture Club

- 1000 people reached
- 5,000 website visits
- 750 email sign-ups
- £3000 in donations

Focus on outcomes, not just likes and impressions.

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Ways to collect feedback and evidence

Method	What it tells you
One-to-one conversations	Individual experiences, views and feedback
Focus groups	Shared opinions, perceptions and ideas
Feedback forms and surveys	Satisfaction, engagement and outcomes
Case studies and stories	Personal experiences and real-life impact
Creative feedback	Thoughts and experiences through photos, drawings and collages

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Good practice

- Ask open and unbiased questions.
- Make feedback accessible and inclusive.
- Encourage honest feedback.
- Consent, confidentiality and safeguarding considerations.
- Close the feedback loop: show beneficiaries how their feedback has influenced improvements.

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Example questions:

- How did you hear about the project?
- What made you decide to get involved?
- What has been most useful to you?
- Has being involved made a difference to you? If so, how?
- What could we improve?

Develop three questions to ask beneficiaries to understand whether a project is making a difference.

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Access Europe

Unlocking EU Funding

Turning learning into action

What are your key takeaways, and what actions will you take as a result of today's workshop.



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