Increasing your reach at a Local Level with Proven Marketing Ideas

Gordon Tulley one of the Team & Chair of Two Groups from;
North Lincolnshire & South Yorkshire

Respect Direct Funeral Services - *Green Funeral Director of the Year*

Respect Green Burial Parks - *Multi Award Winning Green Burial Parks*
Networking Outside the Box!

The Aim

Drawing more people to visit your event!
  - Aim to increase visitor interaction

But never forget it’s all about

Location, location, location.

You need to choose a location with high natural footfall
Involve your Regional Councils

- Seek out the teams that look after:
  - Care Homes
  - Resident's Placements
  - 'End of Life Champions'
  - Quality Assurance Team
  - Care Home Review Team
  - Provider Assurance Team

- It is important that every Council be represented with ‘Dying Matters’ as this then portrays to the public that the Council is working collectively with voluntary and statutory agencies to improve End of Life care in your region.
Joining other National Events to Promote

Dying Matters Week

Dementia Awareness Week 7-23 May

Carer’s Week 8-15 June

Small Charities Week 15-20th June

24 October, Make a Difference Day

NHS Calendar of National Campaigns 2015
We joined in the Rotary Clubs Annual Christmas Tree Event with a Dying Matters Tree

1,400 mainly elderly people visited this annual event

From this - Other charitable EOL groups have now joined our DM Group
The point of the display was to promote Dying Matters With the key message!

Make End-of-Life Planning A New Year’s Resolution
For the last 4 years we have hosted our annual Funerall Cake Competition
The response and enthusiasm for this by the public has been amazing!
This Year we invited every carehome chef to enter a cake and we doubled our footfall !!!

Each care home brought at least one mini-bus trip
Some Inspired by residents giving a positive reason to visit DM
Judging
Quality entries ensure they are a conversation starter

www.funeralcake.blogspot.co.uk
One Highlight of the Dying Matters Day each year is the announcement of the annual winner of:

Respect Carer’s Awards

- Do you know someone special? WE Do?
  - Awarded to Carers who go that extra mile
  - Paid or un-paid / family or professional
  - Carer’s are often the main interface to those facing End of Life decisions
RESPECT
Carer's Award

Building Respect & Recognition for Devoted Carers in our area

A Recognition Award for both
- Professional Careworkers
- None paid Carers

Do you know someone special?
Why not nominate them?

We would like you to consider recommending a carer in your area to be recognised for that extra effort?

The aim is to promote recognition of those all too often unrecognised and unseen extra effort your individual team members put into their care for you or your family member. This is your chance to show your appreciation of your carer and you will also be helping to promote great self-esteem throughout carer teams in your region.

Collect nomination forms or contact:
Doncaster Carers Centre

Winners chosen every 3 months from Private un-paid family carers
Paid Carers
Also
NHS

Download application forms from http://www.respectbg.co.uk/information/downloads

SPONSORED BY:

RESPECT WOODLAND GREEN BURIAL PARKS

TEL: 01427 614483 WWW.REPECTBG.CO.UK INFO@RESPECTBG.CO.UK
This guarantees Dignitaries attend to present the Awards
We have had Mayors, MPs, High Sheriffs, those honoured with MBEs, Personalities & War Heroes
NEW 2015!

Presented by Respect Direct Funerals
www.directfuneral.co.uk/bucket-list
0800 2082910

Bucket List Festival
Friday October 30th 2015

Presentations include:
✓ How to plan a simple funeral
✓ A living Wake
✓ The unwell traveller
✓ Navigating the DWP Website
✓ Funeral assistance
✓ Creating a free memorial
✓ And more...

Learn to make the most of life.

At its most precious; When time is limited.
"Dying Matters: You only die once!"
Questions and Answers

Please see me during the break if you would like more details.
Each idea / project has a Facebook page / blog page.

Thank you and good luck with all your promotional ideas!

Gordon Tulley