

BALMORAL VOLUNTEERS - GUIDELINES for PUBLICITY DISTRIBUTION

Here are a few very important things that we do ask when you distribute our information. This comes from experience !

FIRST AND FOREMOST if placing advertising material or leaflets etc,

- ASK PERMISSION from the owner, manager or a responsible person on the site. If you put publicity material on a shelf and don't ask, there is a every chance the whole lot will go in a bin.
- NEVER cover other people's posters unless out of date and NEVER rearrange material so that ours obscures anything else. Our office receives complaints when this has been done, the material is wasted and the outlet is lost for future use as it seriously offends shop owners and back office staff. Almost always, if you ask, you will be allowed to put out advertising material, especially if you start by saying we are a **charity** (details below) .. and asking is common courtesy. We have had cases of well meaning volunteers who put out swathes of material and really upset shop owners who would have been only to happy to help if they had been asked nicely !

SECONDLY, don't forget to go back regularly to check and top up, but again, a few words to the person at the outlet will work wonders.

THIRDLY, another tricky one. All those leaflet racks in stores and public places are so inviting, but they are owned by professional tourist information distribution companies who have provided the display racking and charge for space.

- Publicity racks cannot and **must not** be used by our volunteers as any literature placed in them is likely to be removed and destroyed the same day.
- White Funnel have made arrangements to use a racking company in most of our sailing areas, so volunteers can concentrate on outlets the racking companies do not reach. This is where local knowledge is invaluable and where you can really help.
- please don't waste our advertising by putting it in racks as it will be removed and destroyed and probably followed up by a nasty email to the White Funnel Office.

You will find that half a dozen leaflets in each of the local newsagent, fish and chip shop, vet, convenience store and garage will soon be taken by potential customers and will be far more effective than a huge pile in one place.

- **This is where our network of volunteers really helps as it gets publicity to the grass roots and to the people who may not have heard of us before.**
- **As long as you ask first and don't leave too many, this is the most effective distribution volunteers can do.**

CHARITY DETAILS

If you are asked for details of the charity and company, they are as follows:

White Funnel Limited. Registered in England & Wales Company No 09471161. Registered Office: 70 Prince Street Bristol BS1 4QD. Tel 0117 325 6200

Wholly owned by MV Balmoral Fund Ltd. Registered Charity 1155339 Owners of MV Balmoral