

## Abbey PR Guide

Free guide produced by Abbey Charitable Trust to help small charities make the most of PR opportunities.

[www.aboutabbey.com](http://www.aboutabbey.com) – click on CSR then Charitable Trust

## Ask Charity

Free online directory for any charity interested in being contacted more often by journalists and programme makers

[www.askcharity.org.uk](http://www.askcharity.org.uk)



## BSSEC – Promoting your enterprise

A free resource park of information and guidance for social enterprises to improve their promotional activities

[www.bssec.org.uk/pye.html](http://www.bssec.org.uk/pye.html)

## CharityComms

A membership and support organisation for staff and volunteers responsible for the communications of voluntary groups

[www.charitycomms.org.uk](http://www.charitycomms.org.uk)

### Could a local business help?

SUSTAIN is building up a network of local businesses willing to offer their skills and expertise free of charge to voluntary and community organisations.

For more information contact  
Martin Clarke, Business Advisor  
on **0121 711 3148** or  
[csr@solihull-sustain.org.uk](mailto:csr@solihull-sustain.org.uk)

## Clever Communications

Free to download guide for charities that want to know more about working with the media

[www.vamu.org.uk/downloads/CleverComms.pdf](http://www.vamu.org.uk/downloads/CleverComms.pdf)

## Community Channel

Digital TV station dedicated to highlighting issues from voluntary and community organisations

[www.communitychannel.org](http://www.communitychannel.org)

## Community Newswire

Free service that puts press releases from charities and voluntary organisations into the hands of journalists across the country

[www.communitynewswire.press.net](http://www.communitynewswire.press.net)

## Facebook – Third Sector PR and Communications Network

A forum for people working in Third Sector PR and communications roles to share tips, ideas and resources

[www.facebook.com/group.php?gid=2402966794](http://www.facebook.com/group.php?gid=2402966794)

## Media Matching

Free service that brings together media and communications professionals with charities and voluntary organisations that want to improve the way they communicate

[www.mediatrust.org/media-matching](http://www.mediatrust.org/media-matching)



## Media Trust Online Guides

Free online guides covering all areas of PR, Marketing and Communications

[www.mediatrust.org/training-events/training-resources/online-guides](http://www.mediatrust.org/training-events/training-resources/online-guides)

## nfpSynergy

Free research and top tips for not-for-profit organisations

[www.nfpsynergy.net](http://www.nfpsynergy.net)

## Volunteer Genie

How to use the media to create a successful volunteer recruitment campaign

[www.volunteergenie.org.uk](http://www.volunteergenie.org.uk)

### Further help and support:

SUSTAiN provides free one-to-one advice, information and guidance on all aspects of PR & Marketing – everything from writing press releases to producing leaflets, designing a website to planning a publicity campaign.

Contact Jayne Scarman, PR & Marketing Manager on **0121 711 3148** or [promotion@solihull-sustain.org.uk](mailto:promotion@solihull-sustain.org.uk)

