



**We are fabulous
- let's tell everyone!**



Welcome to your member toolkit

Welcome to the SWI Member Toolkit, full of tried and tested ways of attracting interest and new members.

This toolkit provides downloadable leaflet and poster designs, plus social media images. Please feel free to use all of the tools - or any you choose.

posters



leaflets



social media



Posters

We have created printable A4 posters you can take to your local printer (contact your Federation for any available support for printing) and a low ink option to print at home.

The posters have a section where you can add information about your Institute location and dates, so just ask your local shops and community spaces to display them. These could be vet practices, doctors' surgeries, community centres, etc – wherever you think they will reach people.

Download poster [here](#)

Download low-ink poster [here](#)



Leaflets

We have created a printable double-sided A5 leaflet which you can download and send for print.

Download leaflets [here](#)



Facebook covers

We have created a **Facebook Cover** image, which is the larger photo at the top of your profile, above your profile picture.

Like your profile picture, cover photos are public, which means that anyone visiting your profile will be able to see them.



Guide to changing your Facebook cover [here](#)

Download Facebook Covers [here](#)

Social media posts

As well as Facebook covers, we've created a series of downloadable images created to be the right size for different social media posts.

[Download social media images here](#)



Fun promo ideas

Here are some tried and tested fun ideas to promote your Institute

Host a bake sale

Do you have some fabulous bakers in your Institute? Make the most of their talents and set up a stall near a shopping centre (with permission). You'll then have the opportunity to sweet talk lots of potential new members with cakes, biscuits and news of your upcoming activities

Hold a swap shop

Raise your Institute's profile by holding a swapping event which can have social and environmental benefits for your community. It minimises the number of unwanted items going to landfill, and also helps out families who can't afford to replace things. People can exchange unwanted items for something they do want. Not everyone needs to bring something – the more takers the better, it will mean you will have very little left over at the end

Use a themed day

By piggybacking on days like World Book Day or International Women's Day you can make your mark. Choose themes that really resonate with your community and go leafletting dressed as your favourite Agatha Christie character, woman of note, or Womble!



Tarra Gals SWI and Canonbie SWI's recent fabulous creations

Get yarnbombing

Knitting or crocheting fun additions to your village or town's streets can be a great way of raising your Institute's profile. Pop your meeting details on a knitted post box topper or add it to crocheted bunting – it'll be eye-catching and might even make the local news!

Host a street party

Get permission from your council and street residents – this can take 4 to 12 weeks, so factor that in when setting your date. Tell the council the date and time of your event, whether you want to close a road, and notify any properties or businesses affected. The more you consult with neighbours, the better. Then you can have a lovely tea and cake party and invite all to local residents. It's a great ice-breaker!

Contact us for any additional support:



hello@theswi.org.uk



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