



Volunteer Centre
Kensington & Chelsea

Together is better
Achieving more for communities

Audience Profile; Local businesses

Characteristics

Some will want to engage with the voluntary sector
Some will be interested in corporate-social responsibility
Some will have long-standing ties to the local area -
identities will be defined by this

Methods of communication

Outreach Social media channels
Local media Networking
Direct relationships

Additional info/notes

Questions? Concerns?

What will we gain from working with you?

Key messages

Can demonstrate corporate-social responsibility
Stronger connections with civil society and more in-roads
into supporting local issues
Identification with local voluntary organisations can help
raise profile and awareness
Mutually beneficial – good publicity