

Go ON

a quick guide to help you build a networked
neighbourhood

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A huge thank-you for deciding to give your time and energy to this big national push to introduce more people to the wonders of the web!

Here's a simple checklist of the basics which you'll need to help you run a successful campaign in your community:

People

Find out who needs support to get online and who can help you provide that support e.g. friends and neighbours can help you with media, promotions, events and volunteers

Venue

Whether you're helping someone at home, a community centre, school, pub or library, you'll need computers and connectivity. There are places with free Wi-Fi, like McDonald's or J D Wetherspoon, or you can take your own dongles and laptops to events

Planning

Leave yourself plenty of time to get things organised with as little pressure as possible! Decide how often you will run your Go ON Community- as a one off, or a series? Think about the time commitment you may need, if any, from the people helping out and schedule in some key dates

Resources

There are lots of fantastic offers on affordable kit that you can tell people about and lots of great tools to help people online for the first time

"What a great idea! I'm a publican and told my customers who have shown lots of interest; so much so, I've contacted our local MP Simon Hart and other local council and community workers. We're hoping to go further with a computer club as we're in a rural area of West Wales. I just wanted to let you know that I'm 100% behind Go ON: Places and I intend to tell the whole of our town about this initiative."

Sue Adams, Whitland, West Wales



Partners

Local businesses and organisations might be able to help you with venues, volunteers and support – make a ‘wishlist’ of partners you’d like to be involved. Some useful organisations may include but are not limited to:

National companies, UK online centres, local employers, the train station, local market, local clubs, school and Libraries

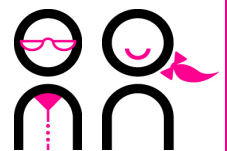
[Click here for those organisations, like Scouts, Post Office, Age UK and John Lewis, that have thousands of digital champions, see if they are happy to share their ideas, support and knowledge](#)

Volunteers

You may need the help of volunteers to promote and organise events, distribute posters and leaflets, talk to people about the internet and what it has to offer, set up equipment, and/or help with people’s first experience of computers and/ or the internet

Contact the following organisations for help finding volunteers:

- **UK online centres** have volunteer centres in every local area; use the post code search in the ‘show’ section of www.go-on.co.uk/champions





- Local employers may have volunteer days they could allocate
- Universities, colleges, community organisations, the local volunteers centres

Make sure your volunteers know exactly what they need to do, where they're doing it and who they're doing it with. If they're helping people to get online for the first time then maybe hold an awareness session where they can practise?

Project team

Your efforts may benefit from the help of a committed team. Consider asking people to help you out with the following roles:

Project Manager

Overall co-ordination and liaise with key partners

Event Co-ordinator

Find suitably equipped event venues

Volunteer Co-ordinator

Find individuals and local organisations who can help to organise and run events.

Media Co-ordinator

To consider who can help promote your Go ON Community.



Events / activities

You may want to hold events where people can be shown the internet for the first time. These events could even take the form of an online treasure hunt, an online pub quiz, uploading photos, karaoke, setting up a social networking group or movement. The possibilities are endless. Ask partners to put these events on for you or perhaps run weekly sessions with the help of volunteers

Things to consider

- Are you going to offer one-to-one or small group sessions?
- Will there be drop-in sessions or will people need to book?
- Think about when is the best time to hold an event, and when is not; daytime, evenings, weekends, during school or national holidays
- Are there other local events you could piggyback, such as Women's Institute meetings, Scout groups or community centre activities?
- Make sure the venues have enough space and the necessary equipment (i.e. computers that are connected to the internet maybe using Wi-Fi or dongles if broadband connection is not available). Check out www.wifi.com for connectivity in your area.



- Be sure to point out further support opportunities, easily found at www.go-on.co.uk/champions or by phoning 0800 77 1234
- If you're running an event, have a think about ways for your community to access the internet and online services after your project has ended. It is worth asking partners, local authorities and other community spaces such as libraries to run follow up training session to continue the momentum you have created.

Kit & connectivity

Throughout your Go ON project, at events or in printed materials, make sure people know about the most affordable computer and broadband offers, shown at www.go-on.co.uk/champions

Where to find free and low-cost help

- Charity Technology Exchange (CTX) provides a range of products and services to charities including email marketing, online payments and fundraising, and a technology donation programme where charities can receive donated technology such as Microsoft Office and Symantec Antivirus
- [Microsoft IT Academies](#) (800 in the UK) offer the opportunity to deliver Microsoft's training and qualifications to their students, staff and wider community
- [Skype](#) enables free voice and video calls over the Internet



Technical Support

- [IT4Communities](#) is a UK wide network of thousands of IT professionals wishing to give their time and skills to charities on a pro-bono basis, supporting from project beginning to project end, from strategic advice and purchasing decisions through to helping amend or implement websites and databases, and mend broken technology
- [Lasa](#) helps thousands of third sector organisations deliver efficient, high-quality services and provides comprehensive, practical ICT advice and information backed up with trusted ICT suppliers.

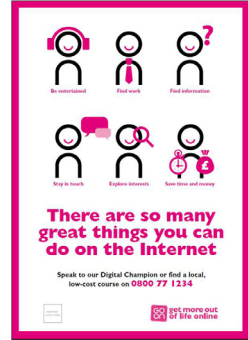
Utilising the digital champion network

There are more than 100,000 people at hundreds of organisations throughout the UK who have signed up to join the growing network of digital champions. Their mission is simple; to help somebody else to get onto the Internet! You can [join the digital champions network](#) too. It's a great way to find out about all the latest offers and info and how you can get involved in national campaigns

While you're at it, why not see if there are active digital champions in your community, see what they're up to and if they can help with your community campaign by [liking the digital champions Facebook page](#)? It's a great way to network with other champs

Feel free to use the [free digital champion toolkit](#) to help run a session, promote a class or as a means to incentivise people to carry on with their online journey





Media

Let your local newspaper and radio station know about your campaign. Provide stories of real local people who your campaign has reached or could potentially help.

Press coverage may

- Help you promote and market to a wider more varied audience
- Increase the footfall (if events focused)
- Raise awareness with local business, councillors, employees and decision makers
- Simply make people aware of what you are up to and why you are running your Go ON Community. [Click here for a good community press example in Wales](#)



Post office couple join campaign to get internet-naive adults online



Promotions

You may want to put posters up in your Go ON Community area. Also consider handing out leaflets, promoting your efforts, at the local supermarket, through doors, or at places where you know people who aren't online are most likely to go, such as leafleting in the relevant areas. Don't reinvent the wheel!

- Use [free promo tools](#)
- [Inspire people to get online](#)
- Check out [UK online centres resources](#)
- Show people [brilliant videos from the BBC](#)
- Point out the free helpline telephone number, 0800 77 1234, for people's first time online

Feedback

We'd love to know how your Go ON Places events go, so why not join the [digital champions Facebook page](#) and tell us and other digital champions about your experiences? You could also consider setting up your own Go ON: Community Facebook group and inviting Race Online 2012 along to share ideas, stories, videos and action shots

[Check out Go ON Sheffield case study for how they did it!](#)



Case study

Who

UK online centres

Where

Sheffield City Centre and Surrounding Wards

Motivation

To engage with people of Sheffield who have never used the internet

Go ON Sheffield ran for one week, with more than 30 events taking place in Jobcentres, pubs, Sure Start centres, libraries and Sheffield Town Hall. A flagship event took place in the Town Hall with the Lord Mayor to gain press coverage. The organising team allowed 6 weeks to make sure everything was really well organised

Team

Go ON Sheffield was jointly managed by a team of four, with roles clearly agreed at the outset. Weekly phone calls were held to discuss progress and plans

Five areas of Sheffield were targeted with events held in Jobcentre Plus, libraries and community centres in these areas. Leaflets promoting these events were distributed at Citizens Advice Bureaux, Jobcentre Plus, Post Offices, doctors' surgeries, community centres, charity shops, One Stop Shops and through faith groups



Promoting Go ON Sheffield

The local newspaper ran a story about the campaign which helped to attract many people to the events. 10,000 leaflets were also printed to promote events and 100 posters targeted areas where many people were not online. (not everyone will be able to afford this, of course!)

Leaflets were handed out in shopping malls, at bus stops, in precincts and in markets and the team used Twitter and Facebook to encourage more volunteers to support the campaign

Timing

Your Go ON schedule may be very different but this is the schedule the team used in Sheffield to organise their campaign:

Week 1

- Team assembled
- Roles identified
- Target achievements agreed
- Timings agreed
- Key target partners agreed

Week 2

- Planned events identified
- Event venues and timings decided
- Confirmed all venues and events had the necessary computers and internet connection!
- Wrote to MPs and local Councillors telling them about the campaign



- Focused activity in the most relevant areas to create a 'buzz'

Week 3

- Contacted local groups to get support
- Found volunteers to help Go ON Sheffield – promotion, hosting events, providing space

Week 4

- Started distributing leaflets to priority areas
- Got local press interested
- Told all volunteers about events and what we wanted them to do

Week 5

- Started street marketing and creating more buzz about Go ON Sheffield
- Used online social media to draw internet users' attention to Go ON Sheffield, encouraging them to get involved
- Sent out reminders to all volunteers, venues, partners, media, etc. – anyone who was going to be involved!

Week 6

- Go ON Sheffield week!
- Keep in regular contact with everyone, including media, so you know if adjustments need to be made
- Most of all...ENJOY IT!

