**THE BIG ISSUE & THE ROTARY CLUB OF MELBOURNE:**

**COMMUNITY SUBSCRIPTIONS CHAMPIONS**

**PILOT SUMMARY**

**Strengths**

* Overall the perception of The Big Issue and Rotary was positive
* The partnership between The Big Issue and Rotary Club of Melbourne resonated well
* Once educated, positive response to the Women’s Subscription
  + stronger connection for women than men

**Challenges**

* Cold canvas approach was time consuming, with limited success rate
* No budget/budget already allocated
* Already supporting a charity
* Time of day – peak customer periods
* Busy/not able to stop to listen to pitch (customer first)
* No empowerment to make purchasing decisions
* Aware of TBI brand, but not regular readers
* Current economic climate

**Lessons**

* Relationship sales approach better than cold canvas (local area vs other)
* Marketing packs good sales tool
* Businesses with waiting areas or staff rooms are more likely to consider a subscription
* Face to face much more effective engagement than telephone
* Takes time - initial contact (education), follow-up and decision

**Next Steps...**

* Pilot Phase 2:
  + Local Neighbourhood Pitch
  + Member Subscription and Personal Networks
  + Corporate Introductions

**PILOT PHASE 2:**

A representative of The Big Issue to present at the weekly Rotary Club of Melbourne meeting at the Windsor Hotel to raise awareness and to generate subscription sales among Rotarians.

The following are ways in which Rotarians can become involved:

**Local Neighbourhood Pitch**

(This model has been formed from the outcomes of the Community Subscriptions Champions Pilot - Pilot Phase 1)

* Rotary volunteers will contact businesses within their local area or area of Rotary membership.

**Member Subscriptions and Personal Networks**

* Rotary members invited to subscribe and/or utilise personal networks to generate subscription sales

**Corporate Introductions**

* Members to compile a list of potential contacts (corporate contacts likely to consider bulk subscriptions) to approach in partnership with The Big Issue

**Timeline and Milestones for Pilot Phase 2**

**Timings**

|  |  |  |
| --- | --- | --- |
| **Date** | **Description** | **Lead** |
| Wednesday 12h October | Lunch RCM briefing by TBI WSE | TBI/RCM |
| Thursday 13th October | Mail out to members | RCM |
| Thursday 20th October | Follow-up mail out to members | RCM |
| Thursday 27h October | Full TBI WSE briefing. 5pm at The Place TBI | TBI |
| Monday 31st October | 6 week  campaign commences | RCM |
| Tuesday 1st November  (if required) | Follow-up TBI WSE briefing. 5pm at The Place TBI | TBI |
| Tuesday 15th November | Mid campaign review meeting. 5pm at The Place TBI | RCM/TBI |
| Thursday 8th December | Campaign wrap-up meeting | RCM/TBI |