

**THE BIG ISSUE & THE ROTARY CLUB OF MELBOURNE:
COMMUNITY SUBSCRIPTIONS CHAMPIONS PILOT BRIEFING**

Campaign period: 31st October to 8th December 2011

STEP 1: Pitch

- Ensure that your pitch area has been approved by The Big Issue, this will ensure that the subscription drive does not infringe on vendor sales

STEP 2: Preparation

- Attend the full briefing session on The Big Issue's Women's Subscription Enterprise
- Make sure to read all documents included in your information and marketing packs and that you have marked your contact details on the A4 brochure and the DL fold out brochure
- Consult your checklist before heading to your pitch to ensure you have:
 - Contact and follow-up lists
 - Marketing materials
 - Big Issue magazines
 - Envelopes
 - Volunteer name tag
 - Pen
 - Map (if required)
 - Cap (optional)

STEP 3: During pitch shift

- Record all details of all contacts made throughout your shift at the time – this includes those who were not interested or did not wish to proceed with follow-up
- If someone is providing a cheque or credit card details please place completed form (and cheque) immediately in self addressed envelope in the presence of the new subscriber and post at earliest convenience

Note: Don not approach any businesses that displays a “no hawkers” (or similar) sign

STEP 4: Post each pitch shift

- After your shift ensure that all relevant details are filled in your contact sheet including:
 - Date
 - Time
 - Name and address details
 - Comments and follow-up details
 - Outcome notes (i.e. purchased 3 subs – subs form posted 04/08/11)
 - Form posted
- Post all completed subscription forms



STEP 5: Follow-ups

- Consult your checklist before heading to your pitch for follow-ups to ensure you have all necessary items (as per Step 2)
- Fill in all relevant follow up details on your contact sheet
- Post all completed subscription forms

STEP 7: Mid Pilot

- Collate your contact lists and bring these to the mid pilot meeting on Tuesday 15th November
- Bring ideas and feedback for improving the process

STEP 6: Post Pilot

- Collate all contact lists and give these to James Pullar of The Rotary Club of Melbourne (see details below) before the wrap up meeting on Thursday 8th December
 - Bring all remaining paperwork including back issues, marketing brochures, folders and bags
 - Bring ideas and feedback for improving the model
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GENERAL: Targeted Approaches for Different Business Types

Below is a list of business types that may be more likely to take up one or multiple subscriptions of the Big Issue magazine. When approaching these businesses, highlight the following points...

- Businesses can place The Big Issue magazine on the counter, in waiting areas, reception and foyers for customers and clients to enjoy, this will;
 - showcase the business' commitment to women in the workplace
 - demonstrate a commitment to breaking cycle of poverty for women and their children, by supporting a movement that addresses a critical social need in Australia
 - offer a great read to entertain customers and clients
 - The Big Issue magazine is a general interest magazine. It features arts and entertainment, current affairs, lifestyle, personal experience. This high quality magazine is free of any political, social or religious agenda

Business type	Examples
Retail	Hairdresser
	Pharmacy
	Laundromat
	Beauty clinic
	Nail Salon
	Car repairs
Accommodation and food services	Coffee shops, casual/takeaway food outlets
	Hotel/motel/guest house
Professional	Law offices
	Accountants
	Financial advisers
	Insurance offices
	Real estate
Recreation services	Independent gym/ fitness centres
Health care	Hospitals
	Doctor/health centre
	Physiotherapist/chiropractic/osteopathy rooms
	Dentist surgery
Public and social services	Public library
	Council offices

Below is a list of business types that should not be approached as part of this campaign:

- Retail chains
- National corporations
- Fine dining establishments

Please note: The Big Issue has a number of large corporate businesses already on board. This campaign is targeting independent small to medium size businesses.



Below is a full list of bulk subscribers who are the biggest supporters of the Women's Subscription Enterprise, as at September 2011:

Organisation	
BHP	Australian Women's Donors Network
NAB	ISPT
Monash	Fed Square
BankSA	Women in Super
Swinburne	Goldman Sachs
Westpac	Calliden
The Body Shop	Freehills
Pratt Foundation	CPA
Macquarie	City of Melbourne

Contacts

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