

Working Wonders

Creating futures

Working Wonders is a Calderdale-based charity which supports young people into apprenticeships and employment. Shrewdd supported Working Wonders for eighteen months, from September 2014 to February 2016.

WORKING WONDERS



Brief

- Increase awareness of Working Wonders with young people and employers across Calderdale
- Engage stakeholders and influencers, including Calderdale Council and Calderdale College
- Grow Working Wonders presence on social media
- Highlight the benefits of Working Wonders to the Calderdale region



What the client said

"I have been delighted by the support, professionalism and level of care shown by the staff at Shrewdd Marketing. They spent a lot of time understanding our requirements and business model before embarking on a comprehensive package of pro-bono marketing support. Shrewdd are flexible and amenable in their approach. As a result, our charity is now in a much stronger position to grow and I have no hesitation in recommending them."

Martin Haigh, director and co-chair at Working Wonders

Recommendations

- Attending monthly board meetings, as well as monthly meetings with one of the board members and the Working Wonders project manager to plan activities for the coming period
- Using a web-based project management tool to track activities, ensuring they were completed on time and to budget
- Proactively identifying opportunities for press coverage in local/regional media and working with the board and project manager to submit editorial
- Developing case studies about apprentices placed and successful employer/apprentice relationships to showcase the work of the charity, for use on the website and social media
- Implementing an engaging social media campaign across Twitter and Facebook targeting both employers potentially looking for apprentices and young people looking for work, educating target audiences about Working Wonders and the support provided by the charity
- Working with the board and project manager to create content for the website and ensuring the website was updated on a regular basis
- Supporting the organisation of Working Wonders events, including a golf day and a visit by HRH Prince Edward
- Attending networking events on behalf of Working Wonders
- Creation of marketing materials aimed at both employers and apprentices, as well as leaflets/flyers advertising events
- Ensuring a consistent brand message was implemented throughout

Results

- The awareness of the Working Wonders charity was increased throughout the Calderdale region, with 89 employers contacting Working Wonders about apprenticeships
- Over 6,000 people visited the Working Wonders website in 2015
- In the first month of the Twitter campaign alone, tweet impressions increased by 95%, profile visits by over 1,000% and mentions increased by 500%.
- Throughout the campaign, over 100 likes were received on Facebook
- In the last three months of the social media campaign alone, Working Wonders gained 77 new followers on Twitter
- Shrewdd developed a new 'fun' and recognisable look for the literature, more consistent with Working Wonders strategic objectives
- Since its inception, the charity has supported 1,401 young people, with 85 apprentices placed and 56 young people taking part in a 'Made Me Ready' programme to give them work ready skills