MAKING THIS A BETTER PLACE TO LIVE. TOGETHER.

A recruitment campaign encouraging people to join Neighbourhood Watch

CAMPAIGN PACK FOR NEIGHBOURHOOD WATCH

VOLUNTEERS AND PARTNERS

Download all social media assets, articles, PowerPoints and a short video from Dropbox [here](#)

BETTER PLACE TO LIVE campaign

A national recruitment campaign with printed and digital resources that can be used throughout 2023

The overall goal is to:

- increase membership amongst 25 – 40-year-olds, Black and minority ethnic groups, and those in high-crime areas

- increase local activity

- increase the use of our membership area by existing members and volunteers

BETTER PLACE TO LIVE campaign

Printed resources available to order through our online shop are:

- Membership leaflets

- Volunteer leaflets

- Join postcards

- Crime prevention booklets

- Campaign packs (with all of the above and a volunteer support postcard and letter)

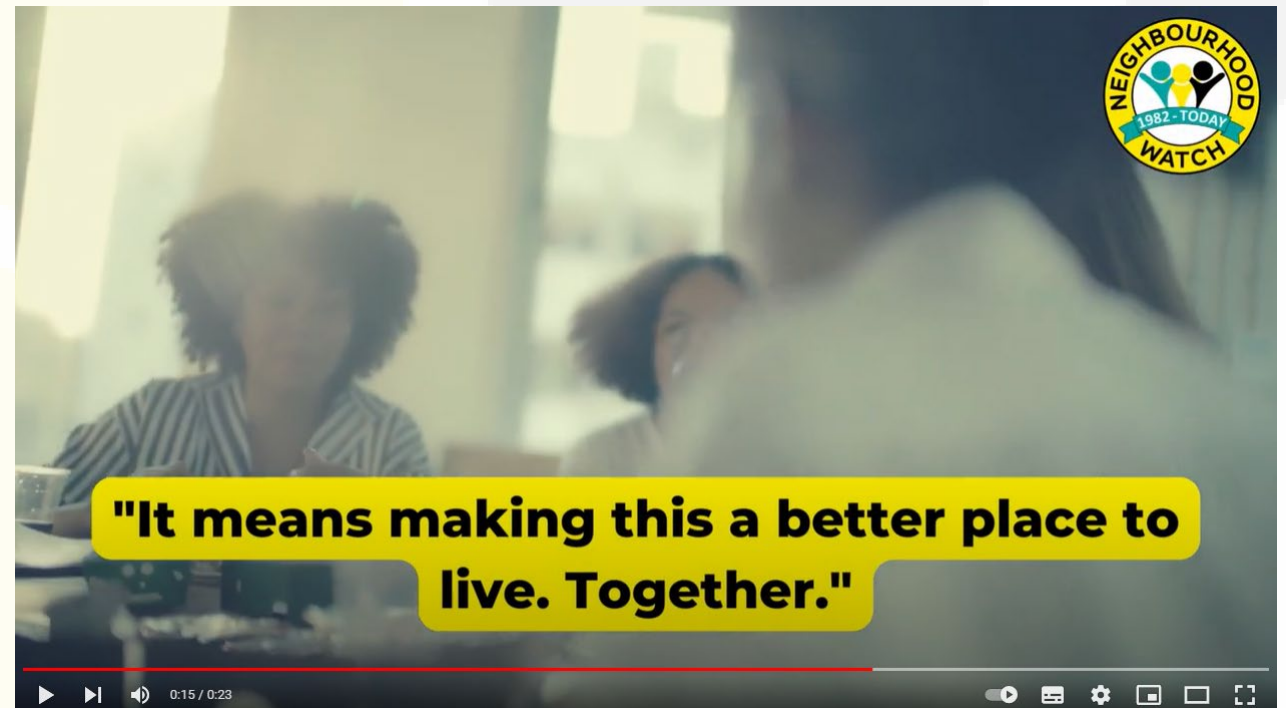- As well as Neighbourhood Watch window stickers, road signs and promotional merchandise

MAKING THIS A BETTER PLACE TO LIVE. TOGETHER.

ourwatch.org.uk

CIO No: 1173349

BETTER PLACE TO LIVE campaign

Our social media campaign focuses on encouraging non-members to join

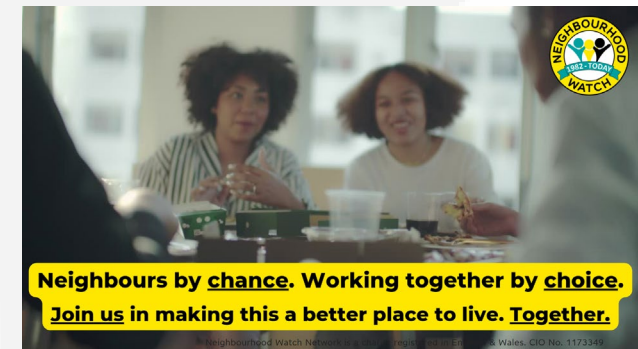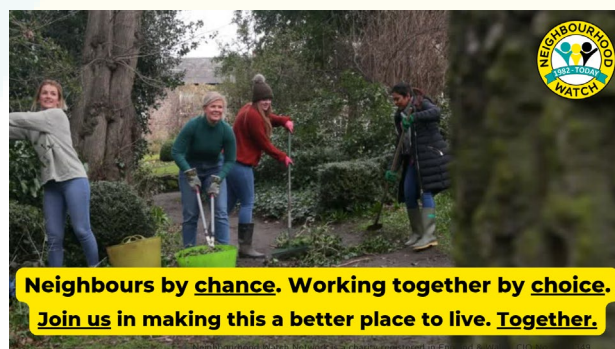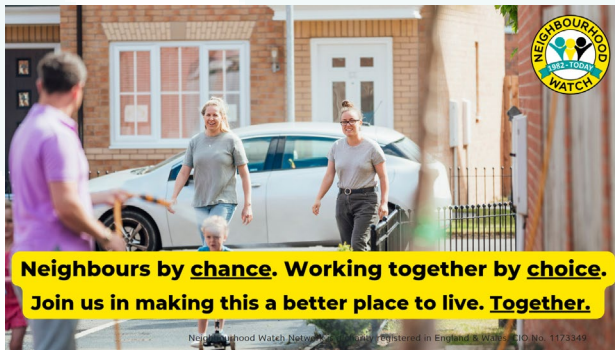Please share this very short video which is on our YouTube channel.

https://www.youtube.com/watch?v=gy5ZMb_qaLw

"It means making this a better place to live. Together."

0:15 / 0:23

BETTER PLACE TO LIVE campaign

Twitter images

BETTER PLACE TO LIVE campaign

Twitter images

BETTER PLACE TO LIVE campaign

Instagram/Facebook images

BETTER PLACE TO LIVE campaign

Instagram/Facebook images

BETTER PLACE TO LIVE campaign

Suggested social copy

- Interested in being proactive against crime in your community? Joining Neighbourhood Watch is an excellent way to stay informed and help keep your community safe! Connect with your neighbours and collaborate to make this a better place to live. Together. https://www.ourwatch.org.uk/join #NeighbourhoodWatch #BetterPlaceToLive

- Worried about crime in your community? Joining Neighbourhood Watch is an effective way to stay vigilant and help prevent crime. Connect with your neighbours and work together to make this a better place to live. Together. https://www.ourwatch.org.uk/join #NeighbourhoodWatch #BetterPlaceToLive

- Looking for ways to keep safer? Why not join Neighbourhood Watch? You'll get to know your neighbours better and work together to prevent crime. Let's make this a better place to live. Together. https://www.ourwatch.org.uk/join #NeighbourhoodWatch #BetterPlaceToLive

- Neighbourhood Watch began in the UK over 40 years ago, with neighbours coming together to watch out for each other and improve their communities. Since then, it has helped thousands of people to build more vibrant neighbourhoods and prevent crime. Let's make this a better place to live. Together. https://www.ourwatch.org.uk/join #NeighbourhoodWatch #BetterPlaceToLive

- The cost-of-living crisis and the pandemic have highlighted the importance of community connections in tackling loneliness and isolation, as well as in our vital work in crime prevention. We have a proven track record of bringing communities together and helping them to feel safer in a more uncertain world. Let's make this a better place to live. Together. https://www.ourwatch.org.uk/join #NeighbourhoodWatch #BetterPlaceToLive

- We know that a well-connected community supports one another, looks out for one another, and does activities together. It can also reduce the opportunity for crime to happen. Let's make this a better place to live. Together. https://www.ourwatch.org.uk/join #NeighbourhoodWatch #BetterPlaceToLive

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BETTER PLACE TO LIVE campaign

To promote the campaign we also have **A4 posters** (a selection is seen below), a **digital presentation** which you can deliver to groups, and **articles** which can be used on websites, magazines or newsletters.

Click here for the digital presentation

BETTER PLACE TO LIVE campaign

Download all social media assets, articles, posters and a short video from Dropbox here

Our website campaign page ourwatch.org.uk/betterplacetolive has a range of further material, such as:

- Conversation starters to invite people to join Neighbourhood Watch
- How to guides on running local activities such as street parties and litter picking
- Tips and advice on:
  - raising crime prevention awareness
  - developing a more inclusive network
  - developing community cohesion and
  - improving your community's wellbeing and environment
- Best practice examples