



TG does Comic Relief



Almost Here! - Red Nose Day - March 24th

March 1st 2017

The next time I write to you it will be to let you know how much we have raised for Red Nose Day 2017. But in the meantime, I have been busy working with TGHQ and Nexus Creative to promote 'TG does Comic Relief'.

Our members continue to surprise and delight me with their enthusiasm for a project like this. From taking a collection at a guild meeting to staging a 'flash mob' in a shopping centre*, or making and selling Comic Critters, it all helps!

News: I've just heard about a tutu wearing Dalmation (aka: Mrs Jean Coyles, Hermitage Guild) who handed out doggie biscuits (for human consumption) in exchange for a donation to Comic Relief!

This week I was interviewed by Comic Relief who are very interested in what Townswomen's Guilds are all about and how we are supporting Red Nose Day. In fact, many of our aims and campaigns are related to those that Comic Relief support through Red Nose Day.

Nexus are also in touch with the Red Nose Team and together with our Facebook and twitter promotions, we are really pushing for publicity for TG. You may remember that when we began this journey, I told you my aim is to never hear again the words, "TG, - I've never heard of it!". Well ladies, I think we are on our way....

Gloucestershire Federation organised a display table in their local Morrisons Supermarket. This little girl was delighted with the finger puppets that TG members had supplied

Red Nose Day is all over the media at the moment and this will increase as the day itself approaches. Now is the time to contact your local press and let them know what you have been doing. Even if you have already done so and you have been rejected, Red Nose Day is in the news and it will continue to create more interest over the next few weeks. Roaming reporters seem to be a thing from the past, so send a report and photo's, preferably by email if you can. Add a telephone contact number in case they need more information – make sure to choose a contact who has been an enthusiastic member of the fund raising team. Have you thought about contacting your local radio? Great publicity, but be prepared for someone to attend a studio interview and possibly live broadcast! Do other local groups/your Mayor/local counsellors/libraries know about your connection with Red Nose Day? Send them some leaflets ([available free from TGHQ, tel: Sharon on 0121 3260400](#)). There is no need to add a guild contact details to the leaflets if you prefer not to do so. Any enquiries received at TGHQ, regardless of how they originate, will always be referred to the nearest guild.

The point is that the viewer will be drawn to the Red Nose Day logo, but then will also learn about TG. Telephone Sharon today, and get this free publicity out there – even if you’ve have already finished your special events. It can still do the job.

Log on to the www.the-tg.com website and follow the donations as they are received.



*A **flash mob** (or **flashmob**) is a group of people who assemble suddenly in a public place, perform an unusual and seemingly pointless act for a brief time. This can be used to draw attention to a group, cause or campaign.*

Left: Farnborough Guild bring their local shopping centre to a stand- still and having a great time doing it!

HOW TO PAY IN YOUR DONATIONS.

We are aiming to send as much as we can before the Red Nose Day broadcast on March 24th, so that it is included in amounts raised on the day. This will also help the promotion team at TGHQ and Nexus to spread the word via twitter, Facebook and other social media. Even if you haven't finished fundraising yet, we would like you to send a cheque for the amount you have so far,

To arrive no later than Monday 20th March

Don't worry, a lot of us will still be fundraising after that date, and TGHQ we will be collecting -

further donations - any time up until Monday 15th May.

Please make sure you make your cheque out to **Townswomen's Guilds** and write 'Comic Relief' on the reverse.

If you are attending the International Women's Day or the Chairman's at Home this month. Please come and say 'hello' I would love to hear more about your activities.

In TG friendship,

Sheila Baker.

Comic Relief Co-Ordinator.

URGENT - we need your photo's. Making Critters, Selling and doing silly things. Anything that we can use for promotion.

Email them to sharon@the-tg.com or mail them to:

Gee Business Centre, Gee House, Holborn Hill, Birmingham B7 5JR. Tel 0121 3260400