

If we need to tell someone about our social enterprise and it's **PURPOSE** in **ONE SENTENCE** what words shall we use? **This could include a mission statement.**

Have Christmas fun with your children at our Festive Fair.

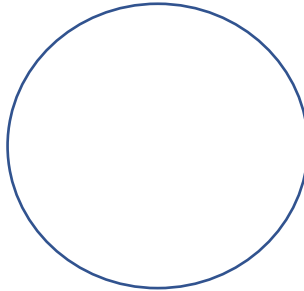
Who do we need to tell? Who are the **PEOPLE** we need to **PERSUADE**? Who do we need to **MARKET** to? Who might benefit?

Children in school, parents/carers, members of the local Kirkbride community.

Do we want a **LOGO** (picture) or something that tells people "visually" what we are doing? Square, round....?? Draw some ideas here:

A round logo to resemble a bauble would be good as we are hosting a Christmas Fair.

See the video for the winning design (democratically voted for by the whole class).



What is really special about what we are doing? What makes our **PRODUCT** (or service) stand out? Is it a service, is it helping **PEOPLE**, what difference does it make? Is it making a positive impact on a particular UN Global Sustainability Goal?

This is the first Christmas fair to be held at Kirkbride so it is a chance to bring the community together. Making and selling products and running the stalls will build the children's self confidence and skills.

What **PRICE** is it? Or if there isn't a price, what **VALUE** does it have to local people?

50p per item or turn at a game (e.g. raffle, guess the snowman's name).

How are we going to get the word out about our amazing social enterprise? What is our **PROMOTION**? This is where we could tell people as part of our promotion what our **PURPOSE** is and what change we want to see. Are we making posters, do we need to involve others, charities or other experts who could help us, are we using social media and our school website or even developing our own?

We will make posters on A4 paper with information about our Fair.

We will put the posters on the school Dojo page, on the school Facebook page and on the local Kirkbride Facebook page. We will also send home copies of the poster with each child.

Where will we promote our campaign. Where will we **PLACE** it? How do we get **PEOPLE** who are interested to find what we're doing or who might benefit?

We will put the posters on the school Dojo page, on the school Facebook page and on the local Kirkbride Facebook page. We will also send home copies of the poster with each child.

Any other info we need (take a second piece of paper and draw more ideas if it helps):