

PRODUCING PUBLICITY MATERIAL

Good publicity material will get people interested in your scheme. Whether you just want to publicise Neighbourhood Watch in general, let people know about your scheme or advertise a specific event, you can now make posters, letters and more using our ready made design templates by visiting the Publicity Materials area of our website.

We have a wide selection ready for you to customise, download and print that are easy to use and have been designed to be attention grabbing, professional and friendly.

Make your own activity posters and flyers

‘In-kind’ support – goods and services – can be easier to acquire than money. You might get free facilities and products, legal or marketing advice, publicity and more. Companies and trusts may also second you personnel to help with fundraising.

Whatever you need to publicise as part of your Neighbourhood Watch activities, we’ve got a design to fit the bill. The customise options let you choose the colour, edit the title and add any information you think is important. There’s even a handy preview function to make sure you are happy with the design before you go to print. You can also save your design to come back to and make more another time.



Ready to print campaign posters

Keep Neighbourhood Watch awareness high by printing and displaying the posters from our national campaign.

Letters and newsletters

There are also a selection of editable Word templates for letters and newsletters for you to download and use on your own computer. These include some pre-written letters, so if you are starting a scheme for instance, getting started couldn't be easier.

Some guidelines on NHW messages

Remember: our work is about feeling safe, not fear of crime. We avoid the language of fear, aggression and suspicion (vigilant, keeping watch, stamping out crime etc.) and emphasise positive solutions and participation. It's about people coming together as communities to look after each other and create safer, happier places to live.

For more on writing clear, simple, effective NHW text, please refer to our Tone of voice guidelines toolkit [www.ourwatch.org.uk/resource_centre/toolkits/voice_of_voice]. Take a look at the exciting selection of customisable posters, letters and more in Publicity materials area of our website [www.ourwatch.org.uk/resource_centre/publicity_materials].