



Go Real Membership Packages for Nappy Advisors

Why Become a Member of Go Real?

Increasing sales of Real Nappies is important to you, particularly in the current financial climate. You know that the products you promote are beneficial for parents and the environment and this is as important to you as the sales you make.

Selling Real Nappies within a dominant disposable market is extremely challenging. Trying to raise awareness and effect behavioural changes in parents is both time consuming and costly but something that you believe in.

Providing a single point of contact for all washable nappy promotions, expertise and advice, Go Real provides independent services to directly support you and your customers.

As a nappy agent you will be able to promote your service to parents through a listing on the Go Real nappy finder at an annual cost of £5 +VAT.

Alternatively you can take advantage of greater support and services by becoming a Go Real member. Your membership will not only provide you with excellent resources to support your nappy sales, but will also enable us to grow and develop more services to support you.

We are currently offering a membership rate for advisors of **£50 +VAT** a year which will allow you to access the existing, and many new services.

We will keep adding services and value to your membership, which at this low price represents amazing value for money.

What will I get for my membership fee?

The membership services have been designed based on your feedback and are guaranteed to save you time and money.

Standard services are available to all members with additional bespoke services available on an individual cost basis. Services include:





Use of Go Real Branding

The Go Real branding is only available for use by members on promotions, products and websites. This branding is at the forefront of the campaign, replacing the Real Nappy Campaign logo and used on all national promotions. The new brand has quickly become established as the activities and services of the project have increased.

Website

The Go Real website was recently shortlisted for a Third Sector Excellence Award reflecting the high standard of information, functionality and design that we provide for both the public and our members.



The content is updated regularly with monthly themes giving parents access to:

- ✂ Information and practical advice on using Real Nappies.
- ✂ Video guides.
- ✂ Live, online advice through our monthly webinars.
- ✂ Links to our social media applications and forum.
- ✂ The Nappy Finder to find your business.
- ✂ Competitions & product Discounts.
- ✂ Member News.

Free Nappy Finder Listing

The "Nappy Finder" is a useful tool which is accessed by parents using the website and used by the Go Real team to signpost and refer customers to relevant organisations and companies. The functionality of the nappy finder allows customers to search by location, specific service or by preferred product type or brand.

We are unable to offer any free commercial listings to this useful tool but all Go Real members receive one free listing. Additional listings or listings for non members are charged at £5 + VAT.

Discounted Membership to Stockists of our Member Brands

We would like to offer a 20% discount to all stockists/agents of brands offered by manufacturers or distributors that are Go Real members; to check if you are eligible for this discount contact Go Real on 01208 265941.



Add news and events to our website

If you have a news story that you want to reach our audience; either a product launch, special offer or company achievement, you can upload it to the Go Real website and benefit from home page exposure and RSS feed coverage. You can also log any events on the Go Real site including sales periods.

Expert Nappy Advice

Let us support your nappy promotions by providing an expert advice service to parents in your area, providing answers to all those difficult questions that can make people turn away from Real Nappies.

Go Real members have access to a freephone number making it even easier for your target market to get support in making a lasting nappy choice.

All Go Real members are able to advertise the new 0800 number and an information email on their own promotions and websites.

"ReZolve has helped us promote real nappies by providing the expert advice and administrative resources that we couldn't provide. We have been able to set up a freephone helpline, website and email facilities which enables customers to easily access up to date information and advice from knowledgeable staff. Using the services ReZolve has to offer is ideal for any local authority who lack the admin resources needed to promote real nappies."

Nicky McInnes, Waste Management Officer, Devon County Council

Real Nappy Week Support

Real Nappy Week is a nationally and internationally recognised week of Real Nappy promotions that gives the industry a chance to raise their profile to a wide target audience. Each year we bring together Local Authorities, Retailers & Manufacturers, Laundries, Nappy Agents and potential new users through live events and media promotions.

For members we provide:

- ✂ Press release & poster templates.
- ✂ Event guides.
- ✂ Opportunities to promote events through our online calendar and map.
- ✂ Facility to advertise events, special offers and new products through our social media and dedicated website pages.
- ✂ Chance to showcase products through online competitions and features.



National Representation of Real Nappies

Go Real provides an independent information service which represents and promotes Real Nappies nationally. We carry out promotions through PR, attending events such as the Local Authority Recycling Advisory Committee (LARAC), and lobbying activity to ensure that disposable nappies remain an issue on the waste agenda.

Go Real has become a trusted source of independent information and advice.

Discounted Promotional Materials

Go Real provides generic promotional templates to all members for their own use but you also have the opportunity to benefit from bespoke promotional materials on an individual cost basis¹, saving time on writing copy, commissioning and overseeing design, proof reading, etc. Materials we have available include:

Washable Nappies DVD

Narrated by our Patron, Radio Two's Janey Lee Grace, our washable nappies promotional DVD offers a complete introduction, covering the benefits of using real nappies, the different types, how to use them and top tips from real nappy users.

We are able to customise the DVD to include specific information on your company and the products it has available, alternatively it can be purchased in its current form and used for general washable nappy information.

DVD price:	£1150 ²
Go Real Members Price:	£860

"Following its introduction at our Cheshire Real Nappy fashion show, the Real Nappy DVD has received a very positive reception - so much so that we have had to reorder. We have recently agreed a contract with Bounty to distribute the DVDs as part of the Pregnancy Information Bounty Pack which will enable us to reach every parent in Cheshire with clear and positive advice on using washable nappies.

The DVD is informative, well presented and we were able to add our own information to it. The service offered by ReZolve was professional and responsive and we would be happy to commend the DVD and ReZolve's services in tailoring it for Cheshire."

Helen de Lemos, Strategic Manager – Waste Strategy, Cheshire County Council

Promotional Literature

Our series of promotional information has been designed to convey information on washable nappies to a range of audiences in differing promotional situations.

¹ Availability dependent on demand

² Prices don't include duplication



The materials follow a consistent style which can be adopted or adapted to suit your company. We can also provide a professional copy writing service to create bespoke materials based on our existing design templates.

Washable Nappy Guide, *10 page, A5 guide in full colour:* £500³
Go Real Members Price: £375

Height Chart, *6 page, A5, double-sided, illustrated height chart in full colour:* £450
Go Real Members Price: £340

Ongoing Support

The Go Real team are on hand to support our members in anyway that we can. If you have an idea of how you would like us to support you, just let us know.

Becoming a Member

Becoming a member couldn't be easier. To start enjoying all of the great benefits of a Go Real membership simply sign up online by visiting www.goreal.org.uk/membership

If you would like further information or would like to talk through the membership package available, please call the Go Real team on 01208 265941.

³ Prices don't include print and are dependent on level of requested amends



Go Real Agent & Advisor Membership Package Summary

Services	All Members
Expert advice delivered to your customers via a freephone number and email address	✓
Members website consisting of: <ul style="list-style-type: none">• useful resources• research• best practice guides• access to other projects, Local Authorities, Health Professionals, Retailers, volunteers	✓
Use of the Go Real logo	✓
Discounted stockist membership	✓
Real Nappy Week support	✓
Add news & events	✓
Artwork templates	✓
Unlimited use of a photo library with brand new images	✓
National Representation of Real Nappies	✓
Free Nappy Finder listing	✓
Stronger links to stakeholders	✓
Discounted promotional materials such as nappy DVD, information guide, etc.	At Cost

