



## Go Real Membership Packages for Not for Profit/Community Projects

### Why Become a Member of Go Real?

Promoting the environmental and parental benefits of real nappies is important to you. You know that your promotions of washable nappies will help to reduce a sizeable waste stream which equates to 690,000 tonnes per year. It will also save your Local Authority money and consequently attract funding to support your activities. Even a 5% conversion could save some authorities in the region of £6,000! Yet as a not for profit or community organisation, the demands on your time and budget can prevent you from doing this consistently and providing evidence successfully.



Membership of Go Real will make promoting washable nappies affordable, successful and easy for your organisation.

Providing a single point of contact for all washable nappy promotions, expertise and advice, Go Real provides services to directly support you and the target market you are seeking to reach.

Your membership will not only provide you with excellent resources to support your work but will also enable us to grow and develop more services to support you.

We are currently offering membership rates starting **from as little as £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. Plans for national incentive schemes, trial packs and financial assistance are under way and will help make choosing real nappies easier for parents across the country.

### What will I get for my membership fee?

There are two membership options allowing you to select a membership level which best suits your organisation. The membership services have been designed based on your feedback and are guaranteed to save you time and money.

Inclusion of specific services will depend on your membership selection but some of the great services you can expect are:

### Use of Go Real Branding

The national 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 brand has quickly become established as the activities and services of the project have increased.



## Website

Go Real website has been recently shortlisted for a Third Sector Excellence Award reflecting the high standard of information, functionality and design.



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 and Forum.
- ✂ The Nappy Finder to find your business.
- ✂ Competitions & product Discounts.
- ✂ Member News.
- ✂ Events Calendar.

As part of the website, members have access to a members' site to help support them in all of their Real Nappy promotions. The members' site enables you to build stronger relationships and gain more knowledge of other projects, Local Authorities, health professionals, etc.

The member's site holds a resource centre giving you access to a photo library, artwork templates, research and reports, PR templates and best practice guides. We also provide video guides which you can upload to your own website.

## Expert Nappy Advice

Let us support your nappy promotions by providing an expert advice service to your customers, 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 and are able to advertise the 0800 number and an information email on their own promotions and website

## Information distribution **NEW**

Go Real can also be the first port of call for specific member information such as referring parents to trial kit hosts or emailing voucher application forms. Each service can be tailored to the individual member's requirements allowing us to give up to date information to callers from your area and significantly reducing your administration costs.

"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 Go Real 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.

## Links from Editorial pages **NEW**

Enhanced members can have their products and services linked from our editorial pages:

URL	Average hits per month
<a href="http://www.goreal.org.uk/why/money/incentive">http://www.goreal.org.uk/why/money/incentive</a>	161
<a href="http://www.goreal.org.uk/trial-kits">http://www.goreal.org.uk/trial-kits</a>	135

## 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.

## 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 not only search by location but also 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.

## Supporters Page Listing **NEW**

In addition to your free NFL you will receive a listing on our supporter's page with a few lines of information about your business and services. Enhanced members will have their logo included in this entry.



## Discounted Promotional Materials

Go Real provides generic promotional templates to all members for their own use but as a member with the enhanced service you will also have the opportunity to benefit from discounted bespoke promotional materials on an individual cost basis<sup>1</sup>, 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 service it provides, alternatively it can be purchased in its current form and used for general washable nappy information.

DVD price:	£1150 <sup>2</sup>
Go Real Enhanced Membership 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.

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:	£500 <sup>3</sup>
Go Real Enhanced Membership Price:	£375
Height Chart, 6 page, A5, double-sided, illustrated height chart In full colour:	£450
Go Real Enhanced Members Price:	£340

### Discounted Consultancy

<sup>1</sup> Availability dependant on demand

<sup>2</sup> Prices don't include duplication

<sup>3</sup> Prices don't include print and are dependent on level of requested amends





Our staff are dedicated, professional and have a range of skills which can help and support you or your organisation when developing washable nappy promotions.

We can offer assistance at the planning or delivery stage of your awareness work and could offer invaluable advice to help set up practical services to reduce barriers and increase the use of Real Nappies in your area.

We could help you set up a nappy loan scheme, trial kit service or Nappuccino programme as well as provide nappy training for staff or volunteers and marketing help and advice.

Go Real members with the enhanced membership package will be eligible for a 15% discount on our normal advertised price.

### **Brokerage of Discounted Nappy Samples**

Ensure you have the most up to date nappy styles, attractive designs and a wide range of options. Through our strong relationships with manufacturers, distributors and retailers we will negotiate a discounted price on nappy trial and sample stock for members opting for the enhanced package.

### **Support and Provision of Bespoke Reports**

We understand the pressure on you to provide results and to back up those results with evidence. We also understand how difficult and time consuming this can be.

For members with the enhanced package we are able to build survey tools, at a discounted price, to collect attitudinal and quantitative data from your selected sample. Survey results will be analysed and delivered to you as a comprehensive report, highlighting key statistics to back up your work.

### **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 your business 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](http://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

## **Go Real Pricing Structure for Not for Profit/Community Nappy Projects**

All Members	Enhanced Members
£50 +VAT	£150+VAT



## Potential Annual Waste Reduction Savings

by Annual Birth Rate

Birth Rate	Based on bronze membership achieving 5% conversion	Based on silver membership achieving 10% conversion	Based on gold membership achieving 15% conversion
250 - 999	£293 - £1,169	£585 - £2,338	£878 - £3,506
1,000 – 2,499	£1170 – 2,924	£2,340 - £5,848	£3,510 - £8,771
2,500 – 4999	£2925 - £5849	£5,850 - £11,698	£8,775 - £17,546
5,000	£5,850 +	£11,700 +	£17,550 +

## Go Real Membership Packages

Service	All Members	Enhanced Members
Expert advice delivered via a freephone number and email address	✓	✓
Members website consisting of: <ul style="list-style-type: none"> <li>• useful resources</li> <li>• research</li> <li>• best practice guides</li> <li>• access to other projects, Local Authorities, Health Professionals, Retailers, volunteers</li> </ul>	✓	✓
Use of the Go Real logo	✓	✓
Real Nappy Week support	✓	✓
Artwork templates	✓	✓
<b>NEW</b> Supporters page listing	✓	
Unlimited use of a photo library with brand new images	✓	✓
<b>NEW</b> Supporters page listing with logo		✓
<b>NEW</b> Information Distribution		✓
<b>NEW</b> Links from editorial pages		✓
Discounted promotional materials		✓
Discounted Consultancy		✓
Brokerage of discounted nappy stock for trials and samples		✓
Support and provision of basic level bespoke reports		✓