



Volunteer Liaison Department  
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## USEFUL INFORMATION FOR NEW VOLUNTEERS FUNDRAISING / PUBLICITY / MARKETING

The Swanage Railway Trust requires volunteers in the areas below as well as in its many other departments. If you have not seen a role elsewhere that suits you perhaps consider one of these, all vital to make the railway work. Half a day, a whole day, at Swanage itself, at one of our other stations or in some cases working from home. Whether local to Dorset or living further afield, there is much you can still do to help the Railway. Interested? Please read on.

**GRAND DRAW:** Held annually for many years, during which time many thousands of pounds have been raised, the Railway Draw relies on assistance selling tickets to Railway travellers and visitors. Tickets are available for sale from March through to the end of November. Staffed sales outlets are needed at as many of our stations as possible and on as many days as possible, particularly at weekends, on special event days and in the high season. At these times it is possible to sell over £100 worth of tickets daily over a 4-6 hour period. Can you help us do this? Can you sell at one of our stations on a regular or occasional basis? Can you take tickets away to sell in your locality?

**ANNUAL FETE:** Again held for many years and again raising many thousands of pounds to date, the Railway Fete is now held on the 2nd Bank Holiday Monday in May and takes place within the confines of the Station itself at Swanage. The Fete comprises sales stands offering cakes, other produce, and plants plus various fund-raising stalls and these all need helpers to run them in addition to people prepared to make, bake or donate items for sale. Nearly £400 was raised from the cake stall and £80 from plants and gardening items alone in 2007 - think how much this could be with more donations to sell. Can you do this for us or arrange for others to do so? Can you help on the day itself? Can you assist in pre-planning for the event?

**BRIC-A-BRAC / GENERAL SALES / INTERNET SELLING:** Bric-a-brac sales are successfully carried out whenever possible at Swanage Station and again have raised many thousands of pounds for the Railway. Operating days currently are limited although sales items are regularly donated to us (more items are always welcome of course) and this could be expanded upon. Your help is sought to run them more frequently and also perhaps at more outlets. Similarly many books, railway specific and general, are also donated and if not of 'historic interest' are then sold on to raise much needed funds. Stalls are currently located at Swanage and Corfe Castle stations, although we hope to extend this to include Norden station. The Internet has opened up a whole new shop front in recent years too. Do you browse and/or sell on-line currently? Can you include doing this for the Railway and offer your assistance to sell higher value/quality items on our behalf on E-bay and the like? The Trust is currently registered in various places on the web but we lack regular help to progress this. We would love to hear from you if you are able to help.

**SWANAGE RAILWAY MAGAZINE:** Published thrice annually, our in-house magazine under its volunteer editor is widely distributed to our 4,000+ members in addition to being sold in local Tourist Information Centres, National Trust shops and several general news outlets around Dorset. Can you help with its production and/or distribution? Can you assist with obtaining and maintaining revenue by selling advertising space? Can you write regular or periodic articles of interest to our readers? We are particularly keen to distribute it more widely and also to explore sponsorship in addition to promoting advertising to assist with production costs - would you be able to assist with this in any way?

**PUBLICITY AND MARKETING:** Spreading the word of the Railway far and wide is carried out in many ways including attending trade fairs and shows, fetes and local events, steam rallies, club events and much much more. Whether you are able to join an existing group or come into contact with any of these as part of your normal day to day life we can provide you with the relevant Swanage Railway publicity material and posters which you can distribute to promote the Railway.

A great deal of literature including timetable information and other leaflets is already distributed across the County and beyond, but there are always new outlets to be found that are also willing to display these. Can you help to establish further outlets and service them on a regular basis? Can you ensure that your local shops and garages have a constant supply of our leaflets or perhaps take them to your "social club" or "event" to distribute? Do you know someone somewhere who runs a bed and breakfast, hotel, caravan park or camp site who you can provide with up to date information on a regular basis. The options are endless when you think about it. Can you help us in this way? Every little really does help. The Swanage Railway operates a documented Youth Protection Policy to safeguard children. The policy of the Swanage Railway Trust is that all Volunteers should be Members. For further information please contact:

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