

Making the Link- Courses

Advocacy skills workshop



Build and maintain the reputation of your organization through more effective Advocacy, an interactive day designed to build confidence in Stakeholder engagement and deliver a positive message. Suitable for everyone, the day is light hearted and interactive. Make the link from organizational strategy to employee engagement.



Membership Recruitment for Charities



The Life First campaign reflects the changes in Coastal usage and the need for an improved and better regulated Life guard service. RNLI Life Guards now operate on 110 beaches through the UK and each year a team of specially selected graduates spend eight weeks recruiting members and promoting beach safety. They are a vital link to a wider audience for the RNLI and are trained and supported throughout the campaign.

Develop the skills to interact with members of the general public, and foster the spirit of engagement. Originally designed for the RNLI Beach Campaign, this one day workshop has had an unprecedented impact on 2008 Membership recruitment. The programme uses emotional intelligence as a foundation for more effective face to face membership recruitment. The day is highly interactive and delivers exceptional results. Build confidence, and accelerate your learning and your results with MTL.



Key highlights;

- The 2008 Campaign is 4x larger than last year with over 70 participants
- The Teams are geographically well spread from East Anglia to Cornwall
- Membership Retention is achieved through positive advocacy and engagement

Please contact mike@makingthelink.co.uk for more details