



# Community Helper: Community Groups

– Maria Tomlinson

Self-Employed Carer Coach

Founder of the Professional Carers Network





# Community Groups

People who attend community groups, especially ones designed for people who are retired or are looking to find companionship, are great places to network at.

It's not the people that attend the groups that may need care, but often they have older relatives they help, or a neighbour, that they know, that would benefit from some extra help at home.

Or depending on the group, it may be the people themselves that would benefit from your help.





# You Don't Have To Do All These Ideas!

Remember you don't have to do every suggestion as you aren't looking for loads of clients and you might end up having to turn down loads of work, which doesn't help build your reputation really.

You just need to gain enough traction to have enough work come your way and attending some local groups can be a good way to do that.





# Library

Your local library often has groups they put on designed for older people, such as seated exercise or knit and natter.

Pop into your local library and explain to them that you are setting up a new care service and would it be ok to:

- a. leave some leaflets here for people to take or a poster for people to see,
- b. attend any relevant groups where you could maybe hand out a few leaflets personally to people.

Some library's may say no, but some will say yes. It really depends on who runs it and how community focused they are.





# Local Market

Does your town have a local market each week? Is there a place where people get a cup of tea and biscuit after their shopping and congregate?

It's a great place to meet people, and see if anyone knows of anyone who may need some help.

Or have a stand a few times and hand out leaflets. It's not going to be a great way to utilise your time, but at the beginning as you are building your business and reputation, being available to have a chat with people and offer advice if asked, and hand out your leaflets, can be an excellent way to drum up some custom.





# Community Lunches

Is there anywhere local to you that put on a community lunch each week or month?

These are normally designed for older people to be able to grab a cheap, but delicious hot meal, in a group environment so people can chat and make friends. They are often held in community centres, clubs churches and sheltered accommodation places.

Ask on a local social media group if people know of any community lunches for old people that take place.

Then you need to contact the organiser and see if you would be ok to pop in.





# Cafes

Do any local cafes hold a weekly knit and natter session?

Or host any networking type events?

Ask if you could go along and hand out some leaflets.





# Churches

Do any of the churches hold any activities such as a craft session each week.

Again ask if you can pop along and hand out a few leaflets.







# Children Playgroups

Children playgroups can also be possible places to attend and give out your leaflets.

If any grandparents take their grandchildren along, they are often in the stage of life where they have grandchildren to look after but also have elderly parents themselves that they also look after.

So sometimes you may just hit it lucky and find someone that may know someone that is looking for some help.





# Show Case Your Skills!

Another option, is to attend a community lunch with a client who would like the outing. You then get talking to the organiser as the weeks pass and again they see how lovely you are and what a good you do, and they then recommend your service to people they know who are in need of care. It's a win for all!





## Task:

1. Write a list of all the community groups you know about and when/where they are.
  2. Ask if it would be ok to attend to hand out your leaflets.
  3. Attend and hand out your leaflets.
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