

## Promoting Activity Toolkit

### What is it

The Promoting Activity Toolkit is a cross-government project which makes it quicker, easier and cheaper to run social marketing campaigns for sport and activity. It supports local organisations in using proven social marketing techniques while still saving time, money and resources.

You can access the tools at [www.promotingactivity.com](http://www.promotingactivity.com). These include:

- A strategic mapping tool for targeting your audience
- Detailed marketing plans for all 29 activity segments
- A shared photo library with over 1100 high-quality photos of sport and activity
- An activity search tool for promoting where to do activity

### Activity search tool

The activity search tool has the largest sport and activity database ever created. It contains data from over 400 sources, including Active Places, National Governing Bodies, County Sports Partnerships, councils and many more.

To embed the activity search tool in your website for free:

1. go to [www.promotingactivity.com](http://www.promotingactivity.com)
2. click on activity search tool
3. copy the code provided there
4. paste the code into your website

This activity database powers [www.nhs.uk/letsgetmoving](http://www.nhs.uk/letsgetmoving) and [www.change4life.com](http://www.change4life.com). To add your data to the activity search tool database:

1. email [data@makesportfun.com](mailto:data@makesportfun.com) requesting the database template
2. Make Sport Fun will email it to you
3. Add your data to the template and email it back
4. Make Sport Fun will upload your data in their next planned update

### Personalised support for local campaigns

If you're running an activity marketing campaign then we provide options for you to personalise some of the Promoting Activity Toolkit tools. Options include:

- Your campaign branded version of the activity search tool for partners websites
- Your campaign branded designs for the poster design tool
- Your campaign branded email marketing templates for the email marketing tool

For costs of any of these email [john@makesportfun.com](mailto:john@makesportfun.com) and request a Promoting Activity Toolkit price list.

