

16 - 22 September 2024

National Organising Week

Campaign Plan

Let's Get Back to Basics



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Everyone can do simple things to
make a difference, and every
little bit really does count.

Stella McCartney



Campaign Objectives

1:

To help drive the conversation around the benefits to your wellbeing and mental health when you're in a 'happy' place with our members, clients and the public.

2:

To share simple, valuable and practical advice with our audience on organising your home in a way to support you.

3:

To raise the profile of APDO in an impactful way whilst making a positive difference to our members, clients and followers.

Monday 16th: Starting Fresh: Simplify Your Space. Progress Not Perfection

Kick off the week by introducing the concept of decluttering and organising with a back-to-basics approach.

Tuesday 17th: Streamline the Heart of Your Home

Focus on making the kitchen more functional and less cluttered enhancing efficiency and more enjoyment.

Wednesday 18th: Creating Calm in Kids' Spaces

Aim to bring order to children's rooms and play areas allowing for better learning and playing.

Thursday 19th: Serenity in Your Sanctuary

Concentrating on creating a peaceful and restful retreat in your bedroom allowing for better sleep and relaxation.

Friday 20th: Reclaim Your Refresh Space

Focus on the bathroom to refresh and rejuvenate helping to streamline routines and creating a spa-like, relaxing environment to start and finish the day in.

Saturday 21st: Boost Your Productivity Zone

Organising the home study to enhance productivity and reduce stress. Highlighting the positive impact of an organised workspace.

Sunday 22nd: Transform the Forgotten Spaces

Encouraging attention to often-overlooked areas like garages, lofts, cellars and sheds. Organising these areas well can lead to a discovery of unused potential.

Campaign themes

Key Messages: Headlines



**Stop the overwhelm
and bring organising
back to basics**



Simplicity is key



**Small changes,
big impact**

Key Messages: Headlines (2nd)



Transform your mindset - progress over perfection



Your wellbeing and mental health should always be a focus



At APDO we want to help you on your journey towards a happy home.

Key Messages

- Due to everything we've had thrown at us over the last few years (Covid / Cost of Living etc), life has become quite hectic and stressful with more pressure to do better both in our homes and working environments. We want to remind the public that taking things back to basics releases some of the pressures life has created within us.
- **Simplcity is Key: Decluttering Doesn't Have To Be Overwhelming.** With a focus on breaking down the process into small, manageable steps. Simplifying the task makes it more achievable and less stressfull.
- **Progress Over Perfection.** Making change, however small, is a step in the right direction and much better than focusing on perfection in the home.
- **Small Changes, Big Impact: Every Little Bit Counts.** Promoting the idea that even small changes can lead to significant improvements in the functionality and feel of a home. Celebrateing the small wins.
- **Back To Basics: Focus on What Truly Matters.** Encouraging people to evaluate what items are truly necessary or add value to their lives. Letting go of non-essential items can simplify life and make room for the things that truly matter.
- **Transform Your Mindset.** A reminder that change comes from within. Amending your mindset to look at your home in a different and more simple way will help lead to a happier place both physically and mentally.

Channels



Public
Facebook Page



APDO
Instagram Page

(stories & grid)



APDO LinkedIn
Page



APDO Twitter/X
Page

Channels



APDO Website

(APDO blog)



Public Newsletter



Publications & Press

Get Involved!

Show Your Support

Throughout the campaign please repost, share, like and comment on as many posts and blogs as you can

Fancy a Live Chat?

If you want to have a chat live on APDO's Insta account about one of the daily topics, get in touch - it's great content for you and APDO!

Share Your Tips For Each Theme Day

Post in the public facebook group & comment on APDO's Instagram post - or create your own and tag in APDO to share.

If you have any further ideas about this or future NOW weeks please reach out to the team

marketing@apdo.co.uk

[#NOWorganise](https://twitter.com/NOWorganise)

