

GUIDE TO RAISING AWARENESS, GROWING A NETWORK & PROMOTION STRATEGY

WHY IS THIS KEY?

It is fundamental to most areas of operation for a charity to make people aware of what it does. This is also the first step in developing a larger network, which is the foundation for spreading a fundraising message. To begin any of these steps it is important to be familiar with where the charity is at now and what has taken place historically.

WHAT AWARENESS NEEDS TO BE RAISED?

You need those who should interact with your organisation to know what you are doing, why you are doing it, who is involved, where the service is available and how to find out more. Your network will grow as you reach relevant people.

1 RESEARCH AND PLAN



Develop a realistic strategy based on research, data and interviews on the current position. Conduct an audit, SWOT analysis (strengths, weaknesses, opportunities and strengths) and create a case for support. Plan out the ideal 5 year journey.

2 WHO TO REACH



Identify who the interested donors are most likely to be and map out how they might hear about the charity. What is the audience locally and nationally? Conduct competitor analysis to see the networks similar organisations have engaged.

3 HOW TO REACH



Understand your internal capacity, resources and networks. Develop an elevator pitch based on mission, vision and values. Test the proposition, record outcomes and suggest actions.

4 PROMOTING



Create visual promotional materials and proactively highlight the cause. Gain attention, explain the problem and why they should care. Get them invested before inviting action. Fit into existing events and awareness days. Schedule social media, engage local press and create a hashtag. Use bilingual content!

5 ENGAGEMENT INTO ACTION



Retaining and cultivating donors costs less than acquiring new ones. Nurture relationships and guide individuals to the next level of engagement. Treat them as long-term partners who share the same passion and demonstrate the impact of their support. Ensure they stay updated by encouraging them to follow on social media and sign up to newsletters. Set targets, calendar reminders and track progress. Review regularly.