

# Guide to raising awareness, growing a network and promoting strategy

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## Why is this key?



Making people aware of what a charity does is fundamental to most areas of its operation.

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.

## 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 threats) and create a case for support. Plan out the ideal journey over the next 2 or 3 years.

## 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. Look at on and off line communication channels.

## How to reach?



Understand your internal capacity, resources and networks. Develop an elevator pitch based on mission, vision and values. This should succinctly explain who you help and how people can support your organisation. Test the proposition, record outcomes and suggest actions. Once agreed, it is good to share this with staff, volunteers and trustees, so that there is consistency in the messages that are coming from the organisation.

## 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! Make use of your Annual report and AGM to spread the word about the good work you are delivering and the key messages you want to get across.

## 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.

**Find out about crowdfunding platforms and how to make the most of them for your organisation.**