

Six elements that make up a great charity-run campaign

1 Be Passionate



Hillsborough Family Support Group
chairwoman Margaret Aspinall

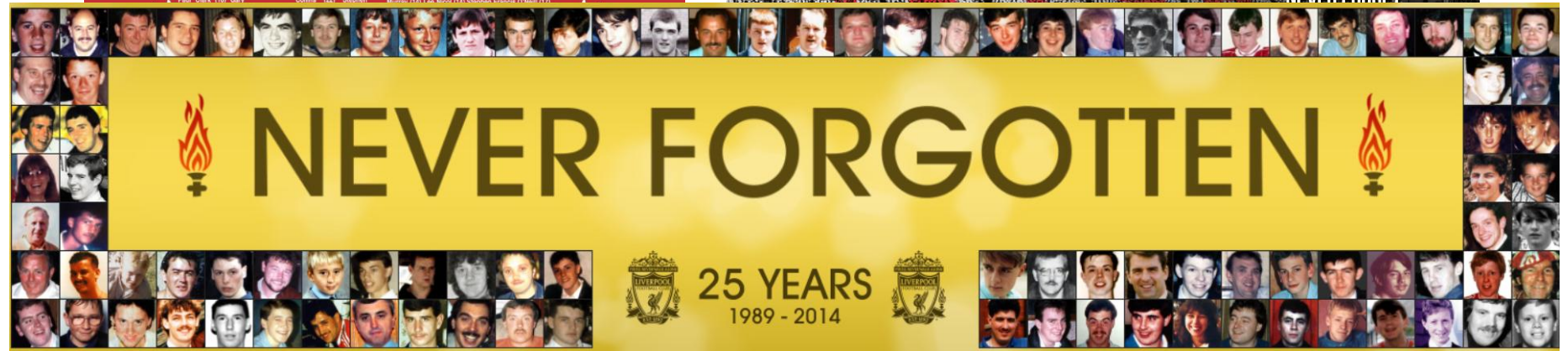


If your charity feels like it's campaigning just for the sake of it, talk to service users and their families. Find out what injustices they face and whether the charity can help them change that.

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Sidney Bennett (26) David John Benson (22) David (38) Carl David Lewis (18) David William Mather (19) Brian Christopher Mathews (38) Francis Brady (21) Andrew Mark Brooks (26) Carl (19) Brian Christopher Mathews (38) Francis Brown (18) David Steven Brown (20) Joseph McAllister (27) John McBrien Henry Thomas Burke (47) Peter Andrew McCabe (21) Joseph Daniel McCarthy (21) William Carlisle (19) Peter McDonnell (21) Raymond Thomas Chapman (50) Gary McGone (28) Keith McGraw (17) Paul Brian Christopher Church (19) Joseph Clark (20) Collins (22) Stephen Murray (14) Les Mitchell (14) Stephen Scrimgeour (17) Neil (17)



2 Have a clear vision and ambition

Our Vision

Our Vision is to end mental health stigma and discrimination, enabling people who experience mental health problems to live fulfilled lives.



[See Me](#)

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See Me is Scotland's Programme to tackle mental health stigma and discrimination.

They are funded by Scottish Government and Comic Relief and are managed by SAMH and The Mental Health Foundation.

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**COMIC
RELIEF**



CHARITY BRANDING



[See Me, It's Okay](#)

3 Make sure people know what they have to do



Pears
Foundation
GIVE MORE

In 2011, the Pears Foundation set up a £1.7m campaign called Give More in a bid to tap into the Big Society idea, where the public would step up to support each other following the recession and through the subsequent austerity period.



It asked people to sign a pledge to give more – it could be time or money – and post it on social media.

A stark evaluation of the campaign two years later found it failed on multiple levels, not least in its aim to get 500,000 people making pledges.

Give More failed because people didn't know what they were supposed to do or who they were supposed to do it for.

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Help your supporters back your campaign with easy tasks, such as signing a petition or sharing an infographic.

Follow that up with more challenging tasks, such as promoting the campaign on social media, giving money, writing to a politician or joining a demonstration.

4 Be Creative



WE KNOW YOU CARE

[Do you care enough to give?](#)

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WE KNEW YOU CARED

Donate monthly

£10/month will help go towards the clothing and toiletry bills for 15 young people.

Donate £10

A one-off £10 donation will pay for food for two days for one young person.

Donate what you can

Donate what you can to help the poorest and most vulnerable.

5 Put heart and humanity at the centre



60 years of the refugee convention

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Campaigning is about changing lives for the better; that's human lives (and sometimes animal lives).

Put the people who are experiencing the injustice you're trying to overcome central to your campaign.

It's their story, let them tell it.

6 Have a strong message



[Believe in me](#)



The "Believe in me" integrated campaign champions children and the incredible things they can achieve with the right support.

The work is led by a 60-second TV ad that ran from 23 September until November 2016. Activity also appeared on video-on-demand, in cinema and in print.

Social Media Channels and Integrated Campaigns

#FINDMIKE

[#findmike](#)

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Rethink's #FindMike campaign sought to reunite Jonny Benjamin, who lives with schizophrenia, with the man who talked him down from jumping off Waterloo Bridge.

They devised a multichannel campaign that included social media, digital content including videos, broadcast interviews and newspaper coverage.

#FindMike became the **top trending topic** on **Twitter** in the UK and Rethink received **5,000** new **Facebook** likes, **2,600** new **Twitter** followers, and a **fifefold** increase in traffic to its site.

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Most importantly, the coverage helped reunite Jonny with Neil Laybourne, the man who saved him.

Key to its success was that social media was part of an integrated approach across several channels.

The timing was also important- it was a positive story in January, which people were keen to share through their social networks.

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[Channel 4 #findmike](#)

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'I've found Mikel!': Man whose life was saved by a stranger six years ago after trying to jump off Waterloo Bridge is reunited with him after global Twitter campaign #FindMike



CHARITY BRANDING

DAILY
Mirror

T S B

PRIDE OF BRITAIN



CHARITY BRANDING

PROSTATE
CANCER UK

FOOTBALL
LEAGUE

HOME

INFORMATION

WE CAN HELP

RESEARCH

GET INVOLVED

ONLINE COMMUNITY

FOOTBALL

ABOUT

NEWS

JOIN OUR TEAM

AMSTERDAM

DONATE

Unbelievable! Jeff Stelling reviews the Football League season



Find out more

The best (and worst!) Football League No9s of all time





Visit best No9s



Prostate Cancer UK Football League campaign 2013

This was a content marketing campaign, run by Public Zone, which used Prostate Cancer UK's status as Football League charity partner to raise awareness of the disease amongst football fans.

Public Zone built a network of fans representing all 72 Football League clubs, finding the key influencers for each, those who have built audiences around blogs, Twitter, forums etc.



Prostate Cancer UK Football League campaign 2013

- **167%** traffic increase to the **Prostate Cancer UK** website in week one.
- **92%** were **new** users.
- **Nine** of the **top 10** referral sites were football sites running **campaign activity**.
- Year-on-year traffic to the website is **up** more than **70%**.

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WHO'S THE MAN?



A season saving
men's lives



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KEEP SAYING WHAT YOU THINK.

See your friends more.

Join Men United and help beat prostate cancer.
prostatecanceruk.org/menunited

Men United. Keeping friendships alive.



**PROSTATE
CANCER UK**



[WaterAid Big Dig Campaign](#)



WaterAid, 2013 The Big Dig Campaign

This campaign, by The Good Agency, used **Instagram** to help raise **£2.5m** and bring clean water to **134,000** people in **Malawi**.

Supporters could follow the progress of the **Big Dig** appeal in real time, including being there when the borehole was dug and clean water arrived. The **Big Dig blog** was central to the appeal.



WaterAid, 2013 The Big Dig Campaign

Digital channels raised **£75,000** directly, but also drove engagement and reach to increase the overall result.

26,654 unique users visited the **Big Dig blog**.

The **Big Dig** reached over **1,500,000** Twitter accounts.

Raised **£2,589,984** (including government matching) against a target of £1.2m and bring clean, safe water and sanitation to over **170,000** people in **Malawi**.

CHARITY BRANDING



Get updates

Talk to the communities

Cookie use

Search



Blog

About

Story so far

Meet the people

Spread the word

Donate

Thank you for supporting The Big Dig

This summer, thanks to your amazing support, we have brought clean water and sanitation to Bokola and Kaniche.

It doesn't stop here! Over the next few years your Big Dig donations will bring sanitation and clean water to thousands of communities. Follow the blog to see the difference your money is already making.



Donate now

£2,249,738 Raised so far

This total is updated regularly and includes matched funding.



Finishing the works in Bokola and Kaniche

Jeremy

9th October 2012

No Comments



Donate

The Big Dig Appeal

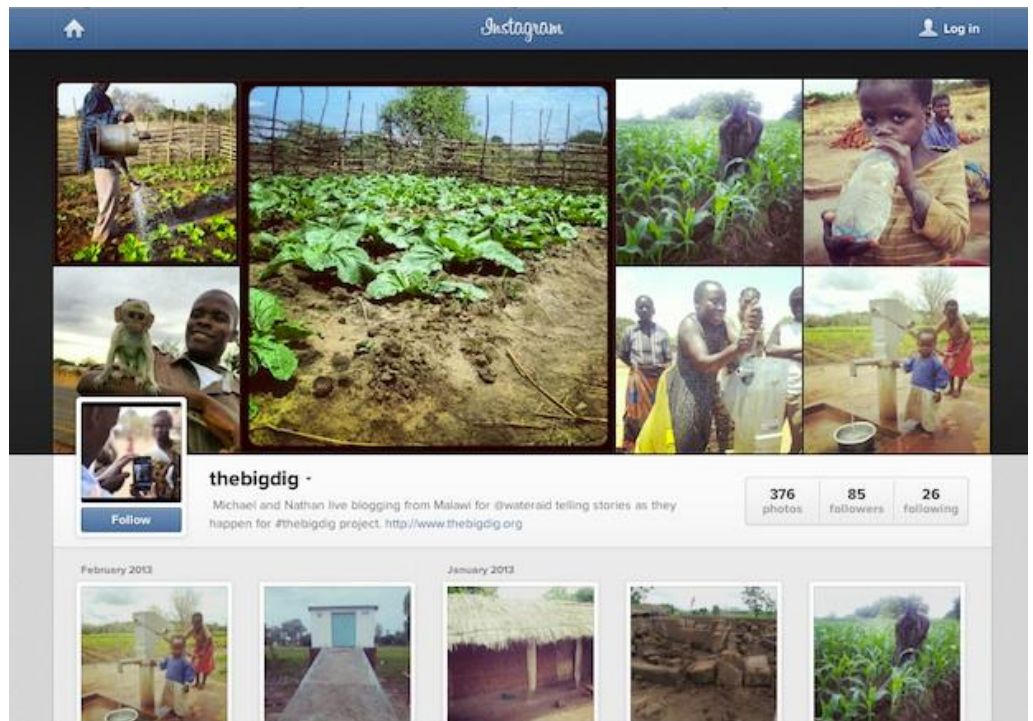


Meet Howard, Age 12.
Howard spends three hours
a day collecting water.



Donate now

CHARITY BRANDING



CHARITY BRANDING

Email not displaying correctly? [Check out the blog online >>](#)



Dear Miss Lapsley,

Thank you so much for supporting The Big Dig!

Sometimes smiles are hard to come by. So this one is just for you, from Howard. I hope it makes your day.

Now, hold on to that feeling, and [click here right now](#), before anyone or anything distracts you. This is a unique opportunity for you to stop, think and reflect, courtesy of [The Big Dig](#).

Go on, take a moment out of your busy life and browse the stories, the updates, the enchanting photography that is being captured on the ground by two of WaterAid's field officers, just for you. We promised a window into Malawi – well, [here it is](#).

Day by day, you can follow the local stories, such as baby Winard's. Last Thursday, Winard was taken to hospital, very sick with diarrhoea. By Friday, the news was much better and he is now responding well to treatment.

The story in Malawi is changing every day and you're invited to be part of it. Please visit www.thebigdig.org and see the updates or if you're short on time, read my [round-up](#)

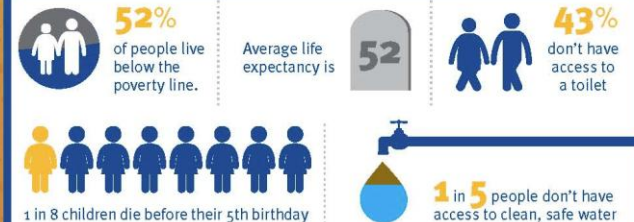


Howard Mustaf, with a smile to cheer you up all day.

Credit: WaterAid/Bryan Miller



Malawi in southern Africa has **BIG PROBLEMS**



This summer WaterAid has **BIG PLANS** for Malawi



It will make a **BIG DIFFERENCE** to people in Malawi



That's a **BIG DEAL**

But we need to act quickly for **TWO BIG REASONS**



DONATE TODAY

and watch as you transform people's lives



CHARITY BRANDING

WaterAid Facebook and Twitter content was their most interacted with ever.



Bestival @Bestival

Oct 9

A message of thanks from the people of Kaniche to all who got involved with **The Big Dig** & @WaterAid at #Bestival
youtu.be/tsdJudZRzss

View video



Nicole (Nico) @Snafflepuss

Sep 19

The Dig – drilling and celebration! - **WaterAid** - the Big Dig
thebigdig.org/the-dig/ via @WaterAid #Malawi #wateraid

Followed by feliskitty and 13 others

Expand



The Good Agency @thegoodagency

Sep 12

What makes #TheBigDig a really **big dig**? Borehole drilling
ow.ly/dEmdq @wateraid are live tweeting throughout. Follow the action.

Retweeted by David Jackson

Expand



Digital Leap @digitalleap

Jul 31

RT @thegoodagency: Success in spades for @WaterAid and #thebigdig ow.ly/cCvSC our £1m milestone is a thing of the past and o...

Expand



Charlotte Beckett @londoncharlotte

Jul 27

Exciting news - @wateraid **The Big Dig** is @thirdsector #digital campaign of the week bit.ly/O17Vba #thebigdig

Retweeted by Dayve Talbot

Expand



The Good Agency @thegoodagency

Jul 23

We've sailed past the £1,000,000 mark in 4 weeks with @wateraid and #thebigdig ow.ly/cqfeB keep on giving ow.ly/cqfhX

Expand