



The Ultimate Guide to

Marketing your Charity

WEDNESDAY 26 JUNE 2024

dsc
directory of social change

ONLINE
CONFERENCE

The Ultimate Guide to Marketing your Charity

A charity's marketing team is vital to the overall success of the charity in achieving its aims by helping to raise awareness, attracting supporters and volunteers and increasing donations. And like many sectors, it is a very competitive environment as lots of worthwhile causes compete to be seen and heard.

By attending The Ultimate Guide to Marketing Your Charity, you will gain practical advice, guidance and tips to help your charity stand out from the crowd and have impact to your intended target audience.

A mix of case studies, workshops, breakout sessions and networking sessions with fellow attendees will help you stay up to date on trends and best practices in the ever-changing world of charity marketing.

Who should attend?

This conference is for anyone involved in their charity's marketing. It will include useful information for those whose specialisation and day job is marketing, as well as those without a formal marketing background who find themselves involved or even in charge of marketing their charity.

It is especially relevant to:

- ◆ Marketing Managers
- ◆ Social Media Managers and Leads
- ◆ Communication Managers and Leads
- ◆ Digital Marketing Officer

What's included in the price?

- ◆ Attendance to the online conference, keynote session, session talks and networking session
- ◆ Access to all presentations and handouts
- ◆ Digital copy of Speed Read: *Storytelling for Impact*



Pricing

Early bird
prices:

Regular price bands from
Wednesday 1 May 2024

£119

£129

Voluntary and community organisations with a turnover of up to £500,000.

£129

£139

Voluntary and community organisations with a turnover of over £500,000.

£149

£159

Statutory and commercial organisations.

[Click here to book now](#)

**09.30 Welcome to
The Ultimate Guide to Marketing your Charity**

Join us for introductions, housekeeping rules and some audience polls to get started.

09.35 Keynote: Standing out in a competitive marketplace

10.15 Creating and reinventing your marketing strategy

This session will provide guidance to ensure you have a solid and effective marketing strategy. Whether you haven't yet started and don't know where to begin, or you need to reinvent your strategy to adapt to the current climate, this session will provide you with the tools and knowledge to do so.

11:05
Coffee break

11:15 LinkedIn workshop

LinkedIn is becoming increasingly popular for charities and recent research has shown that LinkedIn members are 56% more likely than the average internet user to donate to a charity*. Content marketers also say LinkedIn produces the best organic results compared to Facebook, Instagram and YouTube* showing huge potential to charities when used effectively.

This session will give you practical tips you can take to your own organisation and will include - how to use LinkedIn ads, content writing, building connections and joining LinkedIn groups.

Speaker: Tereza Lista, Freelance Marketing Strategist and Trainer

Click here to read

12.00 Content creation and support tools
Choose one session from the following:

Breakout session A

AI – How to use it effectively without destroying your brand

Breakout session F

How people engage and process information and how to use it to your advantage

This session will look at the ways people interpret, engage and use information and how you can incorporate this in your communications.

Speaker: Paul Brollo, DSC Associate

Breakout session C

Design workshop

This session will give you practical tips on good design, whether you are doing it yourself or going to brief a designer. It also shows you how to write a clear design brief that will help your designer understand what you want and make sure you get it. The session will also look at understanding your organisational brand and the importance of sticking to it.

Speaker: Kate Griffith, Designer, DSC

12.45 - Lunch break



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Speakers will be confirmed shortly, keep an eye out for details

13.30 **Storytelling case study:
How to run a successful marketing campaign**
Join us as we hear a real-life example of a successful marketing campaign and how you can use a similar format in your own charity.

14:15 **Messaging and digital media**
Choose one session from the following:

Breakout session D

Kill the newsletter: Why our approach to email is all wrong — and how to get it right

The charity sector has fallen into a monthly generic newsletter trap, and it's doing us more harm than good. Join this session if you want to inject new email energy into your organisation, improve performance, discover how you can be more creative and ultimately, how to build an email programme that inspires your community to act.

Speaker: Alexandra Fearon, Email Marketing Specialist and Founder of Maybe Later

Breakout session B

Digital marketing

Covering SEO, pay per click ads, adwords, how to use data to gain insight.

Breakout session E

Preparing for a crisis

What to do when something goes wrong on social media.

15.00
Coffee break

15.15 **Networking**
You will be put in breakout rooms so you can have the opportunity to talk with other delegates and share tips and knowledge.

15:30 **Strategic social media planning**
There is no doubt that social media is a huge part of our life and is a key communication tool to engage with donors and supporters. But to ensure its success, you need to be reaching the right people, in the right way and with the content that's relevant to them, while still portraying your message and values and that's not always as straightforward as it seems. This session will help you to overcome these challenges and will include:

- ◆ How to grow your platforms organically
- ◆ Staying creative and standing out
- ◆ How to create your own social media policy for staff and trustees using the Charity Commissions guidance
- ◆ How to track and analyse your social media effectiveness

16.15 **Closing remarks by conference Chair**



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**Marketing
your Charity**

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