A Big Impact for Small Charities

Monday 14 September, 2015

Don't become the next Kids Company. That's the message to UK charities at the 'Big Impact' Not-for-Profit Conference, which takes place in Aylesbury, Buckinghamshire on 29th September.

The aim of the event, hosted by Community Impact Bucks (CIB) is to help charities attract the attention they deserve and recover from the recent media attacks on the third sector.

It's feared that trust in Not-for-Profits has eroded since the Kids Company scandal, and could ultimately impact the lives of thousands who rely on charity support.

There are over 164,000 registered charities (and thousands of local community groups) competing for funds in the UK, so, effective communications and a strong identity are crucial for survival. Many of these organisations receive no external funding, despite delivering essential services that were once provided by the public sector.

A recent skills audit by CIB revealed that that marketing, attracting volunteers and demonstrating outcomes are the greatest concerns for non-profits. Communications and PR Executive at CIB, Stacey Astley-Clark, says the conference was built around these insights.

'It's been a tough year for a sector that does so much important work. We can't afford to let recent media scandal undermine that work, too many lives depend on it. It's never been more important for charities to connect with supporters and volunteers on an emotional level, and that can only be achieved through powerful storytelling. The aim of this event is to provide a fresh perspective on how they communicate their message and provide some useful tips and tools to make an even bigger impact'

Participants can select from a variety of practical workshops from some of the UK's leading charity experts in areas such as Impact Measurement, Brand Building, PR and Digital Marketing,

There will also be an inspirational marketing showcase and a keynote presentation on The Power of Storytelling from Anahid Basmajian, Creative Media Director of The Media Trust.

www.communityimpactbucks.org.uk/bigimpact.

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