

CONNECTING WITH BENEFICIARIES

KEY TIPS FROM OUR WEBINAR



KEEP MESSAGES CLEAR AND SIMPLE

Get simple messages about how you are here to help out to where beneficiaries will be reading – whether that is a industry newsletter or on social media.

Examples of support with specific items and concepts that are easy for beneficiaries to relate to are great for this, such as highlighting the charity can cover the cost of food, bills or replacing a broken washing machine.

The below post from Clergy Support Trust of supporting towards the costs of a bike is a good example.



Clergy Support Trust @ClergySupportUK · 47s

As autumn arrives, how will you be looking after your wellbeing? Our wellbeing grants could cover a new bicycle or gym equipment.

Anglican clergy and their families, in the UK & Ireland, can check their eligibility and apply: clergysupport.org.uk/wellbeing-gran...



USING SOCIAL MEDIA

Social media helps you reach beneficiaries spread across the country and during lockdown. Some ways to use it include:

- Following potential beneficiaries and engage with them to start building a relationship.
- Posting regularly to reinforce about your services and that you are there to help in an emergency.
- Setting up a community for beneficiaries, such as on Facebook groups.
- Using social media creatively to engage with audiences – such as [Racing Welfare's Instagram Live series](#).

When working with older or less tech-savvy beneficiaries, provide clear instructions on how to access services on social media and new communities such as how to set up a social media account and join a group.

ATTENDING EVENTS

Ask to attend, exhibit or speak at trade events where potential beneficiaries may already all be gathered in one place. During lockdown there may be virtual events or exhibition spaces you can attend.

RE-BRANDING

Some tips if you are thinking of a re-brand to reach more beneficiaries:

- Make sure your new brand is inclusive of all the beneficiaries you support e.g. Clergy Support Trust changed their name from Sons and Friends of Clergy to be more representative.
- Before re-branding, engage with your community to find out what they want from your charity with surveys and focus groups – you may be surprised by the findings!

MAKE USE OF YOUR WEBSITE

- Use clear, simple messages that reflects your brand and services throughout the website.
- Could add an online eligibility checker and application form to your website. Streamline your application process to make it as simple as possible.
- Make sure your website is simple to navigate and for visitors to find the information they need. Minimise the number of steps visitors need to take to find the most important information.
- When linking to your website, direct people to the most relevant page to what you are posting rather than simply the Home Page.
- Remember to also promote your phone line for those that don't have easy internet access.
- Keep your website regularly updated to give beneficiaries a reason to come back e.g. with news and blog content.
- Make your website a hub for useful free, easy-to-access materials.

BUILD RELATIONSHIPS

- Work with referral agencies, trade unions, industry publications, local councils and others to help spread the word.
- Make contact with local press and radio stations and build relationships with them to help spread the word of your charity.

NEWSLETTERS

- Make use of contacts you have and create email or physical newsletters that can be a regular reminder of your charity.
- If you have the resource, tailor newsletters to different audiences e.g. different content in newsletters for audiences in different regions of the UK.

MAINTAIN EXISTING RELATIONSHIPS

- Could take a proactive approach to beneficiaries e.g. regular calls to check how they are.
- Build a community for your beneficiaries to help support each other.
- Think outside the box about new services and how to engage beneficiaries e.g. Racing Welfare's Instagram Live Series Racing Lifestyle and interactive virtual signing competition The Furlong Factor.

OTHER IDEAS

- Create charity ambassadors to share your charity's message and find new beneficiaries.
- Create a one-page document about your charity that can be easily shared.
- Make use of a free Google Ad Grant to set up Google adverts to promote your charity and campaigns.
- Increase your use of video content and webinars.