#CharityIs week
14th-20th March 2016

Campaign Pack
Charity says no to prejudice, yes to empathy; no to exclusion, yes to opportunity. But what does charity mean to you?

#CharityIs...
Campaign pack

What charity means to you
- #CharityIs underreported
- #CharityIs a part of everyday life

Join the Thunderclap

Share #CharityIs on social media
- Twitter
- Facebook
- Instagram
- Vine

Shout from the rooftops
- Engage your staff, volunteers and trustees
- Share with your members, supporters and the people you work with
- Engage your celebrity contacts
- Campaign text to share with your supporters
What does charity mean to you?

... an answer to loneliness... a second chance... an important part of society?

These positive associations rarely break out into our public discussion. So just how negative has our perception of charity become? Ask Google: type 'charity is' into your search bar, and the predictive text will tell you 'charity is bad'.

The #CharityIs campaign is about sharing what charity means to you.
#CharityIs underreported

At some point in our lives we will all benefit from the work of a charity – whether we’re strolling through a park, going to the theatre or looking for care and support at a time of need – but we rarely hear this story told.

So let's tell it.

Join us on social media as we challenge each other to think about what charity really means for us as individuals, for others and for our communities. It's time to show what #CharityIs...
#CharityIs part of everyday life
#CharityIs part of everyday life

UK ADULTS HAVE USED CHARITY SERVICES IN THE LAST YEAR

78%

800k
PEOPLE ARE EMPLOYED IN THE UK VOLUNTARY SECTOR

51%
UK ADULTS HAVE VOLUNTEERED FOR A CHARITY

18.3M*
UK ADULTS HAVE RECEIVED SUPPORT OR ADVICE FROM A CITIZENS' ADVICE OFFICE OR ADVOCACY CHARITY

9.3M*
UK ADULTS HAVE RECEIVED EMOTIONAL SUPPORT OR COUNSELLING FROM A CHARITY

15.4M*
UK ADULTS HAVE ADOPTED A PET FROM A CHARITY

32.2M*
UK ADULTS VISITED A MUSEUM, THEATRE, GALLERY OR OTHER ARTS OR HERITAGE SITE RUN BY A CHARITY

* indicates during an adult's lifetime

#CHARITYIS
The stats on the previous page show how deeply the work of charities touches our lives every day.

Over half the adults in the UK have volunteered for a charity, while many more have benefited from their presence in the past year alone.

Help us raise awareness about what our relationship with charity really looks like:

- Download and share the full report
- Share the #CharityIs infographic on social media
A Thunderclap allows a single message to be shared across thousands of supporter profiles, allowing us to amplify the campaign with the power of the crowd...

Visit the #CharityIs campaign site to join the Thunderclap and add your voice to hundreds of others shouting the #CharityIs message.

You can support the Thunderclap on Facebook, Twitter or Tumblr.

Then comes the magic bit...

At noon on Monday 14th March, a message will be sent from your profile (you’ll be able to see the message before you sign up) at the exact same time as it’s sent from hundreds of others.

Thunder strikes! People across the UK will take notice as we shout the #CharityIs message with one voice.
Share #CharityIs on social media

#CharityIs campaign board – all you need is a smartphone

What to do:

1. Download & print the campaign board (or make your own)
2. Write your #CharityIs message: What does charity mean to you?
3. Hold the board and take some photos and/or a short film
4. Share on social media with the hashtag #CharityIs
Share #CharityIs on social media

Involve your colleagues, people you work with, friends, family – the more the merrier!

**Tweet it**
- Remember to include the hashtag (#CharityIs) in your posts to join the conversation.
- You can also search #CharityIs to see what others are saying and engage with them by retweeting (sharing) or replying to their tweets.

**Facebook it**
- Want to tell your story in a bit more detail? Not part of the Twitterati? No worries...
- Share your contribution on Facebook using #CharityIs & you can follow the conversation there too.

**Instagram it**
- Instagram allows you to caption your photos, so it makes a great platform to share your #CharityIs story

**Make a Vine**
- Get creative with your Vine! 6 seconds doesn’t seem like a lot of time, but there’s actually a lot you can do with it.
Share #CharityIs on social media

A few ideas for your social media:

- Tell the world what charity means to you
- Film a short clip of your charity in action
- Record a moment that encapsulates the meaning of charity

We can’t wait to see what you come up with!
We’d like you to join a social media campaign which aims to raise the collective profile of charity. Here’s why.

Take a moment to ask Google how people feel about charity. Type ‘charity is’ into your search bar, and the predictive text will tell you ‘charity is bad’.

With the power of social media and the hashtag #Charityis, we can highlight how charities improve lives. #Charityis... a second chance... an answer to loneliness... an important part of society...

Join us as we come together with people from across the UK to focus on what charity means to us as individuals and what it means for our communities.

The #Charityis campaign will kick off on Monday 14th March. We’re working to get it trending and amplify the collective voice of charities across the UK.

Taking part is a chance to speak up for the charity sector and how it touches lives every day. It’s an opportunity to challenge cynicism and to reflect how charities have positively impacted on your life.

And the best part? It’s seriously simple to get involved.

1. Join the Thunderclap (allows a single message to be amplified)
2. Share your experience of what #CharityIs
3. Visit the campaign site for ideas on how to make yourself heard during the campaign
#CharityIs
About Charity Bank

Charity Bank is a bank for good, owned by charities and social purpose organisations and run for them.

Find out more about us [here](#).

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