



Dear Supporter,

For those who don't know me, I'm Lizzie, the Head of Communications and External Affairs at the Small Charities Coalition (SCC). Although we're known for providing services like training and mentoring, we also provide a voice for small charities, making sure people know about the vital work they do. At SCC, we think the sector is at its best when we work together and learn from each other; amplifying what we all do. That's why we've developed our '*Big Support Small*' campaign, launching on the **17th June**.

There's no one-size-fits-all when it comes to charities. The sector is vibrant. It's made up of different aims, ambitions and sizes. From the micro to the millions, the fact is most charities start small. 91% are run by entirely by volunteers, and most have annual budgets of less than £100k.

To mark the start of The FSI's [Small Charities Week 2019 \(17th-21st of June\)](#), we are launching the *Big Support Small* campaign. We are proud to already be working with some fantastic charities on the campaign including Shelter, Age UK, Mind and the Charities Aid Foundation.



### What is Big Support Small?

We want to showcase great examples of support between charities of different sizes, and encourage others to do the same. We're kicking the campaign off by asking bigger charities and their supporters to explore the vibrancy of the sector and celebrate it. We also want to

offer practical suggestions on where to start, and to promote examples of those who are already benefiting from this approach.

***"Our hope is that by big and small supporting each other; charities will be able to do more of what they do best, for the causes they support."***

I like to call this a 'devolved campaign' (shorthand for - "make of it what you will, in a way that compliments your organisation.") You don't have to make new work if you're already supporting smaller organisations, just

shout about what you already do. We're not precious about the branding, but have a few things you might want to bear in mind (see image above), and if you have space please include our logo alongside yours.

If you have any questions about anything in the toolkit or have any queries about the campaign then please get in touch with [Lizzie.Walmsley@smallcharities.org.uk](mailto:Lizzie.Walmsley@smallcharities.org.uk) or [Tessa.TylerTodd@smallcharities.org.uk](mailto:Tessa.TylerTodd@smallcharities.org.uk).

Lizzie



## Ideas for how you can get involved

You probably already have examples of where you've seen big and small charities working together, but we've got some suggestions below if you're stuck. If you're not sure, or you're just excited to share your plans, then you can get in touch with our wonderful Policy and Public Affairs Manager Tessa, at [tessa.tylertodd@smallcharities.org.uk](mailto:tessa.tylertodd@smallcharities.org.uk).

### I've only got 15 minutes spare to help:

- Use the hashtag #BigSupportSmall on the 17th June to share your best examples. These could include things like free training you've given to small charities, a shout out to a small charity who helped gather specialist evidence for a policy submission, or just a small charity you think are excellent. Sharing your reach on social media will be a big boost.
- Sign up to the [Small Charities Coalition Pack](#) (a tool to remind people to post about #BigSupportSmall on the 17th June) and encourage your supporters to do the same.
- Sign up to become a [supporter of small charities](#) and publicise to your staff and in your networks.
- Send the newsletter blurb out to your membership or supporters.
- Share our [donation page](#) to support thousands of small charities.
- Share tools, resources and guides from behind paywalls.
- Follow '[@SCCoalition](#)' on Twitter and '[@smallcharitiescoalition](#)' on Instagram to share our posts.
- Tell 3 people in the sector about the campaign, either face to face or tag them on social media.
- Make #BigSupportSmall your next question at a networking event - have they heard of the campaign? Do they support small charities? Get the conversation started.

### I could spend an hour or two to get involved:

- Share your #BigSupportSmall stories via blog posts and media articles. Tag us on social media and let us know what you've written.
- Film a short video sharing some skills or top tips for small charities and share on social. Last year, our pals in the digital team at [Cancer Research UK](#) [filmed a short video](#) on user experience. What sort of skills could your teams share?
- Find a small charity for your organisation to partner with. See what their needs are and offer them practical support like a pro-bono session with your Head of Finance, or an hour of training with your marketing team.
- Share how you support small charities and encourage other big charities to do the same.
- Go for a coffee with a peer at a small charity.
- Clearing out your office? Is there anything you can donate to a small charity?





## We love this idea so much we want to do more:

- Organise a CEO swap, with your CEO and the CEO of a small charity and write a blog post/vlog/article.
- Commit to regularly offering your meeting rooms for small charities to use for their board meetings or training.
- Encourage your staff to volunteer or become trustees for small charities.
- Sign up to [volunteer as a mentor](#) for small charities and publicise in your networks.
- Volunteer to become a [trustee for a small charity](#).
- Share your skills by leading a training session for SCC. Contact [events@smallcharities.org.uk](mailto:events@smallcharities.org.uk)
- Volunteer your skills at a small charity.
- Have a niche skill? Work with us to develop small charity specific resources for our website.
- Have a think about other physical resources you can lend to a small charity - do you have a microphone or a tripod you could lend to a small charity to help them record content?
- Start a networking event for charities in your area, making sure to invite the smaller ones along.

*"I am grateful, now that I'm running a small charity, to be able to seek advice and guidance from managers in larger organisations when we are doing something new, or want to scale up our plans.*

*Just this week someone from Cancer Research UK gave me some wonderful advice about an awareness roadshow we're planning."*

**- The Thyroid Trust**

## Getting your supporters involved on social media #BigSupportSmall

As part of this campaign, we're working with [Pack](#), an online platform which will let us remind supporters to share their #BigSupportSmall stories on social media on the day.

We've drafted the below for you to share in your newsletters and with your supporters. Feel free to amend this to in-house branding:

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*To mark the start of Small Charities Week 2019 (17th-21st of June), The Small Charities Coalition is launching the 'Big Support Small' campaign, showcasing powerful examples of support between charities of different sizes and encouraging others to do the same.*

*Big Support Small is more than a social media campaign. It's an ask of bigger charities and their supporters to look at the vibrancy of the sector and celebrate it. We're asking you to*



*join us in supporting the campaign, highlighting examples of your work with small charities and community groups in your area.*

*There are hundreds of ways to get involved. From tagging your favourite small charity to offering your office space to mentoring.*

*To get involved in the social media campaign, please sign up to our [Pack](#). This will send you a reminder to share about #BigSupportSmall on your social media on the 17th June.*

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## Draft tweets

The campaign will be most impactful if you're sharing your own examples of #BigSupportSmall. Does your charity support small charities already, are you committed to doing so in the future? Do you encourage staff members to become trustees for charities? We're looking forward to hearing all of these stories. However, if you're looking for some inspiration we have some suggested tweets:

- As part of #SmallCharitiesWeek we're supporting the @SCCoalition #BigSupportSmall campaign. We're proud to support small charities as part of our work and think the sector is better when we work together.
- We're delighted to be part of the #BigSupportSmall campaign. At (insert charity name) we're proud that we support smaller charities by (insert activity here). Great to see this being celebrated in #SmallCharitiesWeek
- From the micro to the millions, the fact is, most charities start small. Here at (insert your charity) we want to shout out to (insert small charity) for the incredible support and expertise they've offered #BigSupportSmall
- It's #SmallCharitiesWeek, and today marks the launch of the @SCCoalition #BigSupportSmall campaign. We are proud of the vibrancy of the sector and want to use today to celebrate smaller charities and the work we do to support them.
- We LOVE how vibrant the charity sector is - full of charities of different sizes & aims. We're proud to support the @SCCoalition #BigSupportSmall campaign to celebrate this. Keep following to see how we support small charities.
- We're proud today and every day to support small charities through our work, that's why we're delighted to take part in the #BigSupportSmall campaign today. We support (insert small charity) by (insert activity).

***"I'd like to see a lot more support given to small charities to make the difference we know that they can do."***

***- Steve Reed, Shadow Civil Society Minister***