

**Overall aim:**

- to position G as: open and friendly (and to be seen as ‘interactive’, reciprocal relationships esp. with donors); authoritative and knowledgeable; calm and competent; strong and able; kind and understanding.
- to ensure that all comms are in clear language (free of jargon and low context) and not verbose – visuals incl. infographics to inform / set tone
- to ensure all comms are consistent (in tone, personality, message and professional look
- to become ‘known’, go-to resource
- explore new channels/opportunities to ensure hard-to-reach groups
- engage, interact, be inclusive, and gain feedback to inform future comms ensuring whole community: direct and indirect audiences (e.g. men) engage
- to ensure comms (content and channels) reflect contemporary society

Define basic comms, focus on **audience** needs and expectations. Create comms ‘toolkit’ = tone of voice (ToV), main messages, visual comms (incl. infographics etc).

Apply to: website; social media; client facing documents; community facing documents;

**service users / potential service users**

**information seekers: public; community builders; media; authorities; sector organisations**

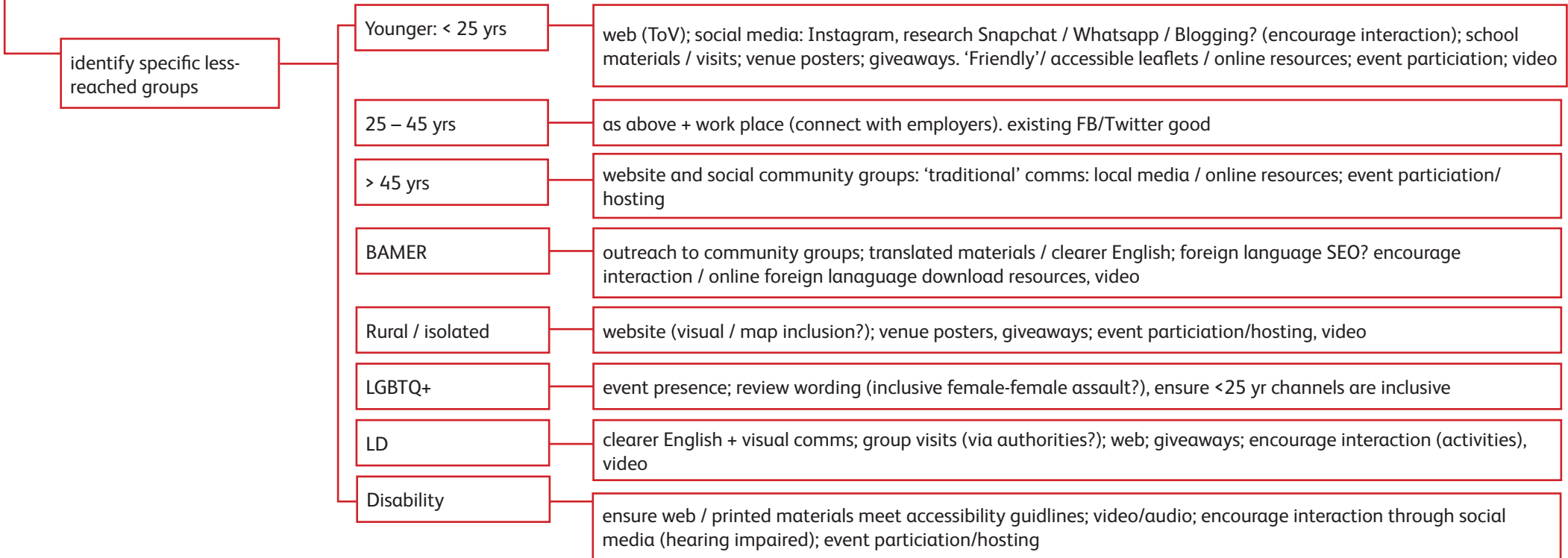
**Supporters: grantmakers; philanthropists**

Younger: < 25 yrs      Rural / isolated

ensure website has authoritative voice; transparent info. PR – local media; social media esp. Twitter (news and comment). Actively connect via social media. Business networking; event participation; info leaflets (+specific initiatives); video

Active fundraisers      Philanthropists (baby boomers)      Groups / business

as above (grantmakers); visits and event participation/hosting: opportunities for involvement/volunteering (focus on non-therapeutic).



currently best engaged group

<18	18 – 24	25 – 34	35 – 44	45 – 54	55 >
students; exploring relationships; adult (parental/ teacher) control; tech-savvy	students; work starters; exploring relationships; freedom; new ideas and experiences; tech-savvy	careers; parenthood; financial stresses; travel; new ideas and experiences; tech-savvy	careers; parenthood; financial stresses; relationship failure; reasonably tech savvy	established careers; influence; teen or young adult children; mid-life crisis; financial stress and community responsibility; reasonably tech savvy	established careers; planning retirement/ retired; financial stability; leisure time; community responsibility; less tech savvy

**Millenials:**  
Give the least: most likely to increase giving Sharers, create solidarity online; participate in campaigns (e.g. no make-up selfie); c. 70 % volunteer; emotional engagement, create ongoing relationship; mobile friendly website; social media – informal; crowd funding; image conscious

**Generation Y**  
smaller giving capacity but c. 30 % volunteer and c. 15 % attend events; engaged online and good sharers; image conscious

**Generation X**  
average largest givers; long-term impact; inspirational stories; political; pragmatic image assessors

**Baby boomers + mature**  
67 % + 79 % donate  
Need for involvement, belonging; wish to give of themselves (time, influence, connections) alongside ££; long-term impact; inspirational stories, factual

(Twitter) Instagram, blogging, YouTube, Whatapp, Snapchat, mobile-friendly comms; text giving; crowd funding

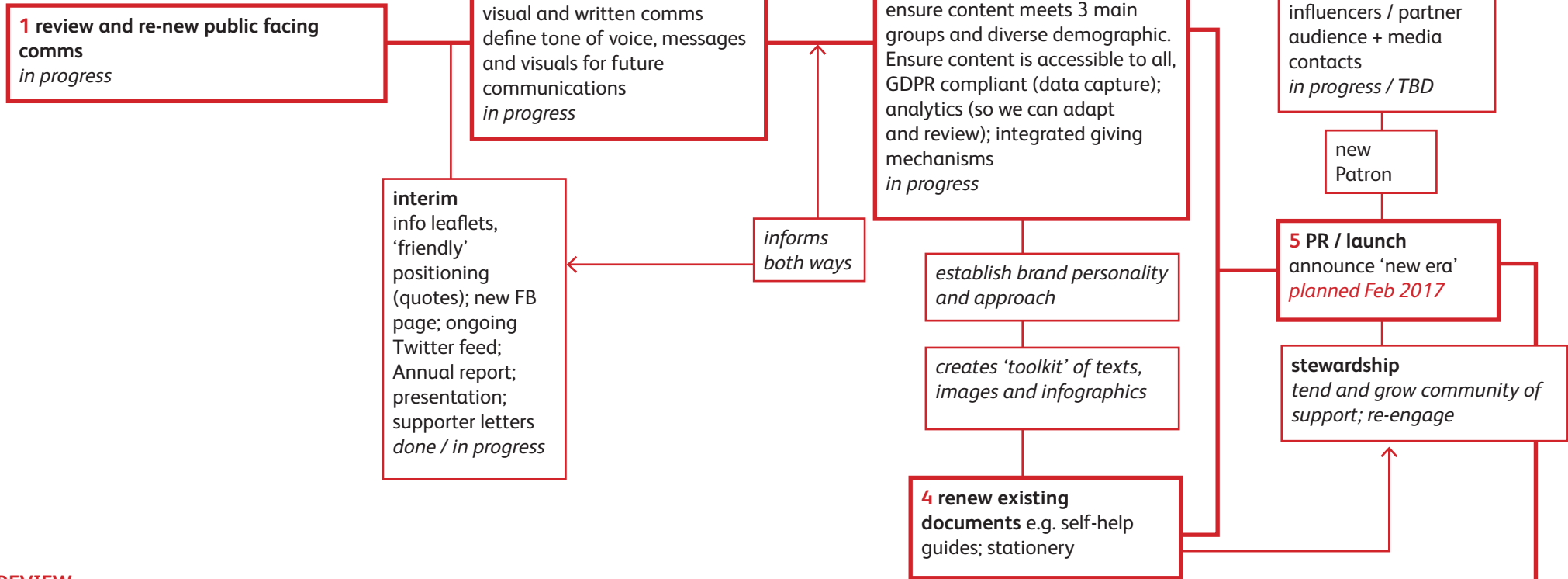
Facebook, Twitter, (Instagram) YouTube, mobile friendly; emails

Facebook, Twitter, (Instagram) mobile friendly; emails; community events; media; print leaflets, posters

email, web; community groups; press and radio; print leaflets, posters

How we help (what we do, how to access services, our approach, who we help). That we exist, the landscape Advice and advocacy. Authority/knowledge credentials

**START**



**REVIEW**

