



the social change
nest

**FROM MESSAGE TO
MOVEMENT:
BUILDING BOLD
CAMPAIGNS ON A
BUDGET**

ABOUT



**SET YOU UP
FOR SUCCESS**

**HELP CREATE
CONTENT**

**ONGOING REVIEW,
OPTIMISATION AND
ACCOUNTABILITY**

HOUSEKEEPING

Rename yourselves on zoom according to your company
(Name, company)

E.g. Coco, Social Change Nest

Take pictures / screenshots and please post!



THE NEXT 2 HOURS

Intro- 5 mins

The challenges – 5 mins

How to grow your movement, amplify your impact, and build lasting change- 1 hour 30 minutes *(5 minute break)*

Actions – 10 mins

My aim is for you to leave inspired to effectively communicate on a consistent basis.



**HOW DO YOU USE COMMUNICATIONS TO GROW YOUR
MOVEMENT, AMPLIFY YOUR IMPACT, AND BUILD
LASTING CHANGE?**

BE INTERESTING

“Great communities don't form around products—they form around shared values. If you want loyalty, start with belonging.”

— Charles Vogl, Author of “The Art of Community”

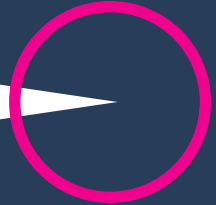
“People don't buy what you do, they buy why you do it. And what you do simply proves what you believe.”

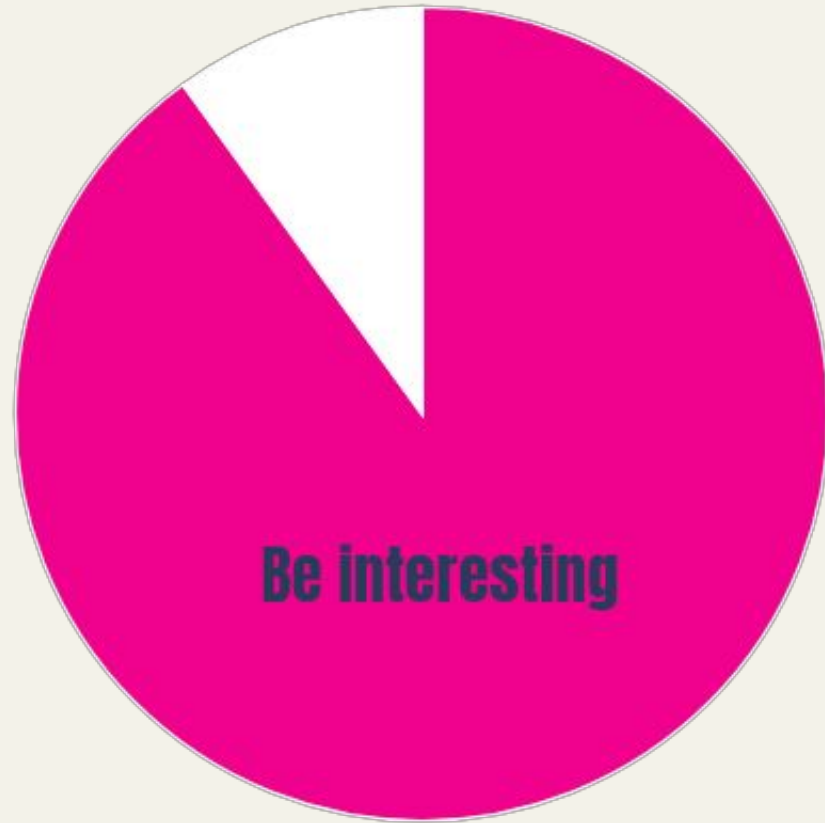
— Simon Sinek, Author of “Start With Why”

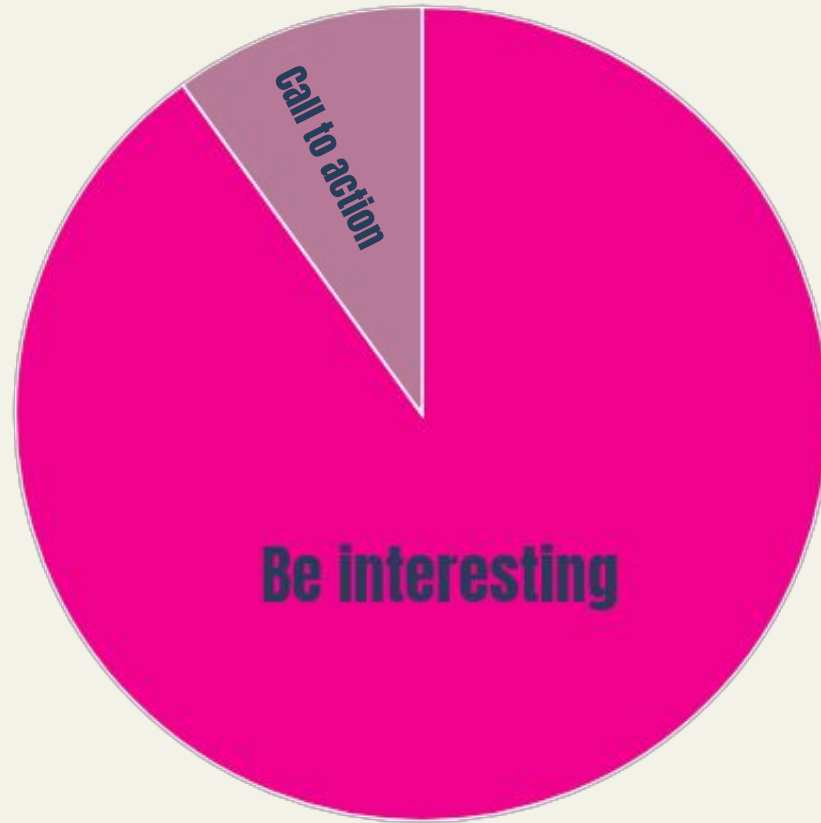


Your audiences life

**That thing
you do**









55% of people who engage with nonprofits on social media go on to take meaningful action—whether donating, signing a petition, or volunteering.

(Source: Nonprofit Source)



Charities that consistently post with a clear content strategy see up to **3x more engagement** than those posting irregularly.

(Source: M+R Benchmarks Report)



43% of people attend or participate in charitable events in their community because they saw them promoted on social media.

(Source: HubSpot)



Organisations that invest in communications and storytelling are **more likely to attract new funders, partners, and members**—even if their budgets are small.

(Source: Stanford Social Innovation Review)



Supporters are **5x more likely to donate** when they feel emotionally connected to a cause through storytelling, imagery, or behind-the-scenes posts.

(Source: Network for Good)



Email, WhatsApp groups, and social media remain the top three channels for mobilising communities, especially during campaigns or moments of crisis.

COMMUNICATION CHANNELS



THE CHALLENGES

**WHAT ARE YOUR
BIGGEST
COMMUNICATION
CHALLENGES?**



THE 4 MAIN CHALLENGES



**Unsure why, what
and how to communicate
with your audience**



**Too time
consuming**



Risk (e.g. safeguarding)



Not seeing results

**SMALL ACTIONS
BECOME BIG
RESULTS**



THE 4 MAIN CHALLENGES



**Unsure why, what
and how to communicate
with your audience**



**Too time
consuming**



Risk (e.g. safeguarding)



Not seeing results

HOW TO BE INTERESTING

(AND INCREASE THE IMPACT OF
YOUR COMMUNICATIONS)



PLAN



BE CREATIVE



SCHEDULE



ENGAGE

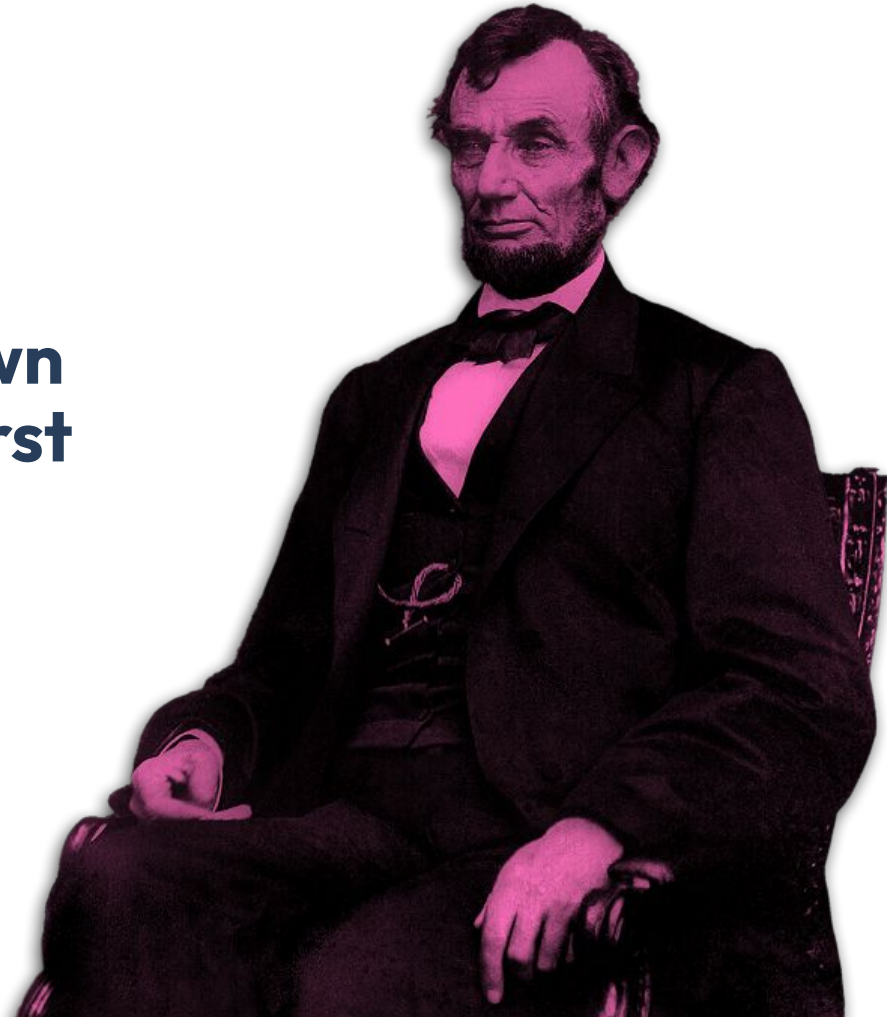


LEARN

PLAN

**Give me 6 hours to chop down
a tree and I will spend the first
4 sharpening the axe.**

-Abraham Lincoln



CHOOSE 2

COMMUNICATION CHANNELS





**WHAT IS YOUR
OBJECTIVE?**

Increase donations

Connect with possible partners

Increase volunteers

Build awareness

Retain members

Improve sentiment

Attract new funding

Promote an event

Drive traffic to open collective page

A high-angle, wide shot of a massive crowd of people, likely at a festival or fair. The crowd is dense and fills the entire frame. Many people are wearing white t-shirts with red accents, possibly scarves or neckerchiefs, which is characteristic of the San Fermín festival in Pamplona, Spain. The image has a semi-transparent pink overlay. Centered over the crowd is the text "WHO IS YOUR TARGET AUDIENCE?" in a large, bold, white, sans-serif font.

**WHO IS YOUR
TARGET AUDIENCE?**

What is the main challenge, need, or mindset of the people you're trying to reach—whether that's the community you support, potential donors, or wider campaign audiences?

THE 4 MAIN CHALLENGES



**Unsure why, what
and how to communicate
with your audience**



**Too time
consuming**



Risk (e.g. safeguarding)



Not seeing results

**Our audience'
main challenge, need, or mindset is...**

**Our audience's
main challenge, need, or mindset is...**

**So we communicate about
how we can help...**

THE COMMUNICATION TYPES

INSPIRATIONAL

EDUCATIONAL

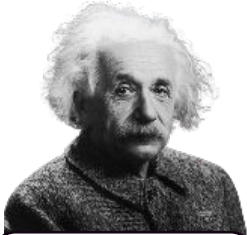
**ATTENTION
SEEKING**

ENTERTAINING

The background image shows a professional microphone with a silver mesh grille and a black cable, resting on a surface. In the background, there is a piece of audio equipment with various knobs and buttons. The entire image is covered with a semi-transparent magenta overlay.

**WHAT IS YOUR TONE
OF VOICE**

BRAND IDENTITY - YOUR CHARACTER TRAITS



WISE

Help people to better understand the world, provide practical information and analysis



EXPLORER

Explorer brands want to get you outside



INNOCENT

Happy and friendly



OUTLAW

Break the rules and disrupt



LONGEVITY

Perceived as high-quality and having a clear long term reputation



SILLY

Make you smile with light-hearted fun



EVERYMAN

No glitz or glamour, just a reliable product that gets the job done



SPECIAL MOMENTS

Wants you to associate them with special moments in your life



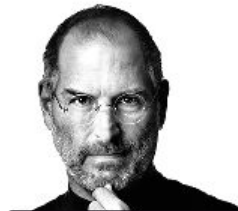
HERO

Inspire people to be all they can be



CAREGIVER

There for you and the people you love



CREATOR

Makes things of enduring value-building the perfect product



MAGICIAN

Bringing peoples wildest dreams to life



WISE

Help people to better understand the world, provide practical information and analysis



EXPLORER

Explorer brands want to get you outside



INNOCENT

Happy and friendly



OUTLAW

Break the rules and disrupt



RULER

Perceived as high-quality and expensive



SILLY

Make you smile with light-hearted fun



EVERYMAN

No glitz or glamour, just a reliable product that gets the job done



SPECIAL MOMENTS

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BE CREATIVE

CURATE

CREATE

COLLABORATE

**WHAT CREATIVE
TACTICS HAVE YOU
USED?**

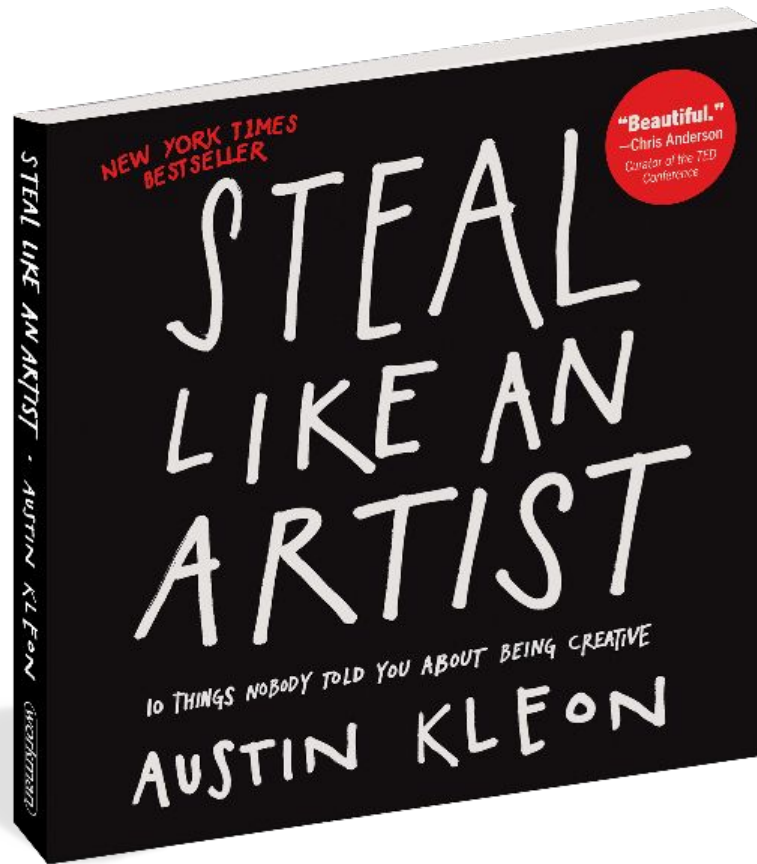
CURATE

CREATE

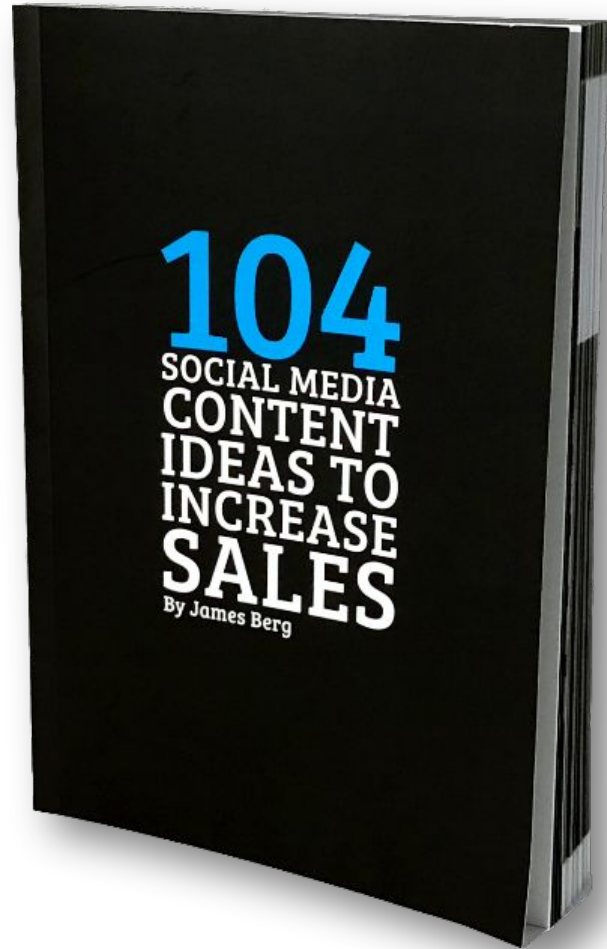
COLLABORATE

CREATE

RECOMMENDED
READING



**RECOMMENDED
READING**



TALK ABOUT WHAT YOU DO

WE PROVIDE NUTRITIOUS, BALANCED FOOD
PACKAGES THAT ARE HAND-PACKED TO CATER FOR
ALL DIETARY NEEDS AND REQUIREMENTS.



What is
**Oxford Mutual
Aid?**



We deliver **regular** and
emergency food,
• toiletries and baby
supplies to people
across Oxford

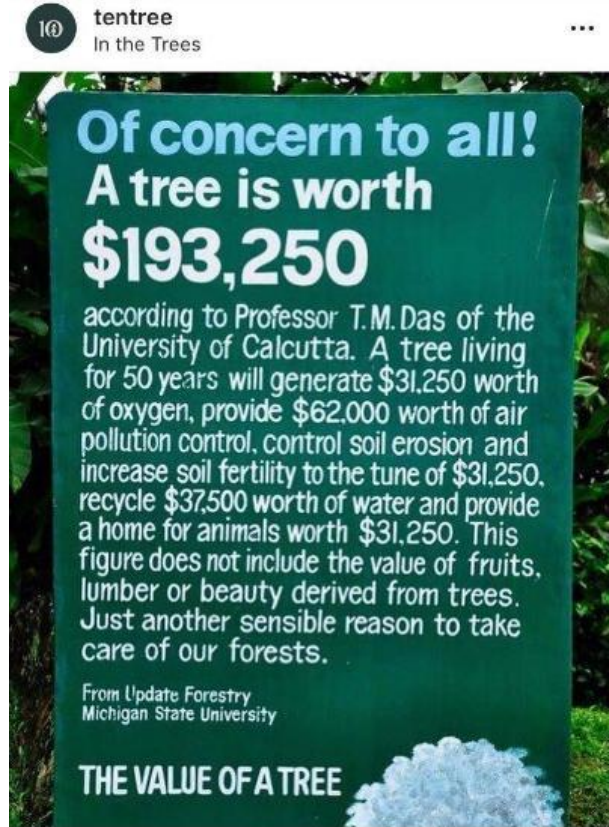
STATISTICS

10,000 PARCELS

We deliver 250+ emergency food parcels a month, and delivered over 10,000 parcels in 2024. Over 25,000 food parcels delivered since March 2022.

[Learn more](#)

ANALOGIES



THANK YOURS



ACTIONING RESEARCH AND ASKING FOR COMMUNITY SUPPORT



Birmingham Community Healthcare NHS Foundation
Trust



14 July · 🌐

How has COVID-19 impacted your health and wellbeing? What has been helpful or unhelpful to your mental health?

We have teamed up with researchers to ask people over the age of 16 to complete a short questionnaire to help better understand how the coronavirus is affecting us all and its impact on our day to day lifestyle.

We hope to find out what is helpful for people during this time and also what may be causing some people to be affected more than others in terms of their wellbeing.

Can you spare 15 minutes to help? Click on the link to the questionnaire for more information: bit.ly/2SnQvg1



EASY TO ACTION TIPS

 **World Cancer Research Fund UK** 14 August at 16:34 · 🌐 ...

Consuming too many sugary drinks and **#JunkFood** are a cause of **#weightgain**, **#overweight** and **#obesity** in both children and adults.
👉 Overweight and obesity increases the risk of at least 12 types of **#cancer!** bit.ly/2xqdPT2

 **World Cancer Research Fund International**

 **CUP** Continuous Update Project
Analysing research on cancer prevention and survival



RECOMMENDATION

Limit consumption of sugar sweetened drinks

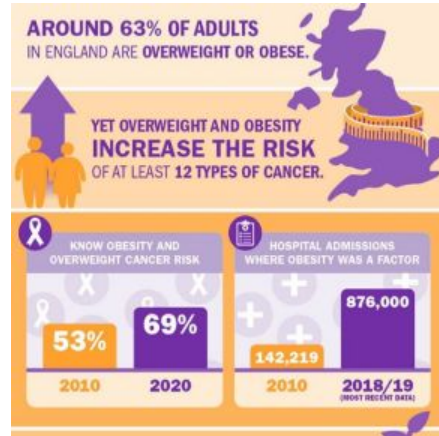
Drink mostly water and unsweetened drinks

dietandcancerreport.org

 5

1 share

INFOGRAPHICS/ ONE PAGER



workuk • Following

workuk Awareness is not enough to prevent #obesity! Our new survey shows that awareness levels of the link between #obesity & #cancer have increased over 10 years! However, we are still seeing obesity-related hospital admissions increasing, indicating we need government interventions to help people reduce their risk of obesity. One such policy to consider is the 5pm watershed on #junkfood advertising. <https://www.workuk.org/uk/latest/press-release/awareness-not-enough-prevent-obesity>



26 likes

JUNE 19

Add a comment...

Post

CREATE EMPATHY



behindbras_ • Following



behindbras_ Could you empathise with a woman who has been to prison for stealing, but admitted she did it so she could support her family? Everyone is entitled to their view, but we would be so interested to hear why you feel the way you do?

55w



behindbras_ #PrisonLife #prisonreform #prison #criminaljustice #criminaljusticereform #endmassincarceration #women #prison #jail #incarceration #incarcerated #uncarceratedwomen #thelfproject #workingwithwomen #prisonlife #nonprofit #CriminalJustice #prisonpenpal



Liked by glntvrs and 22 others

SEPTEMBER 26, 2019

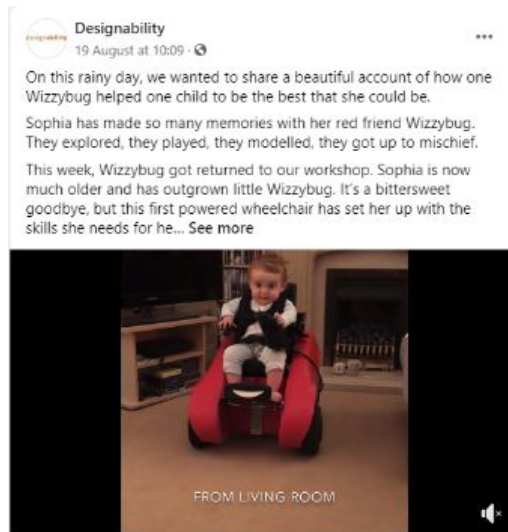
Add a comment...

Post

PLEDGES/ CHALLENGES



STORIES (WITH PERMISSION)



RESOURCES AND POSITIONING AROUND WHAT YOU DO



GIVEAWAY



The image shows a screenshot of an Instagram post from the account 'wfgoodge'. The post has a black background with white and red text. The text reads: 'FITNESS CLOTHING GIVEAWAY', 'RESERVED FOR THOSE THAT MIGHT BE STRUGGLING FINANCIALLY TO BUY WORKOUT CLOTHES', 'OR IF YOU HAVE TEENAGE KIDS AND THIS WOULD HELP WITH CHRISTMAS AS GIFTS', 'UK RESIDENTS ONLY', 'SIZES ARE M/L', 'I WON'T SHARE YOUR DETAILS, THIS IS A SIMPLE GESTURE', and 'NO MONEY OFFERS'. The text 'I WON'T SHARE YOUR DETAILS, THIS IS A SIMPLE GESTURE' is highlighted with a white brushstroke. The Instagram interface elements, including the profile picture and name 'wfgoodge', are visible at the top.

**FITNESS CLOTHING
GIVEAWAY**

**RESERVED FOR THOSE THAT MIGHT BE
STRUGGLING FINANCIALLY TO BUY
WORKOUT CLOTHES**

**OR IF YOU HAVE TEENAGE KIDS AND
THIS WOULD HELP WITH
CHRISTMAS AS GIFTS**

UK RESIDENTS ONLY

SIZES ARE M/L

**I WON'T SHARE YOUR DETAILS,
THIS IS A SIMPLE GESTURE**

NO MONEY OFFERS

SIMPLE EYE-CATCHING VISUALS AND POWER STATEMENTS

IT'S
NOT A
DUMB
IDEA



fbeinghumbleidn • Following

London, United Kingdom



fbeinghumbleidn Moving forward, for every 3 excuses you find not to action something, I want you to write down 10 reasons why you should and make this a habit. During my workshops, I talk a lot about FOSS (the fear of sounding stupid) and how it can very often stop us from pursuing ideas that are actually really fucking good because we worry about everything that could go wrong, instead of everything that could go right. That negative energy lingers and builds into resentment, so remember to remind yourself and others around you that there are a shit load of hugely successful 'dumb' ideas out there, so why can't you add to that list?! 🙌🙌🙌

1000



Liked by **andrewj** and 611 others

OCTOBER 7

Add a comment...

Post

BEHIND THE SCENES



oxfordmutualaid · Follow



[oxfordmutualaid](#) Volunteer Louis picking up some donations from the wonderful [@sandylandefarm](#)!! Our volunteer drivers often represent the upper limit of how many parcels we can get out in a day - if you want to help increase our capacity and ensure more people can get the food they need, when they need it, then sign up today!

[#oxford](#) [#volunteer](#) [#oxfordmutualaid](#)

2 w



26 likes

2 June



Add a comment...

Post

WEEKLY CONTENT COMMITMENTS



raysofsunshinecc • Follow



raysofsunshinecc Today's #FeedbackFriday is from the wonderful Nella! She recently received her caricature in the post of her family and she sent us this gorgeous photo to say thank you! 🧡☀️ We love seeing how much these gifts are helping bring smiles to our #wish children and their family's faces 🧡 Dad, Ryan, said 'Nella loves it. Thank you!' 🧡

.

.

#fridayfeels 🧡 #teamsunshine
#fridaysmotivation #sunshine

13w



melissavandermolen



137 likes

MAY 22

Add a comment...

Post

CALLS TO ACTION



agitate_music • Following



agitate_music If you were at our launch event, could you pretty please with a cherry on top send us a review? One / two sentences on how you found the night. Feel free to comment below, email us mark@agitatemusic.com or send in a private message! Thanks!!!

53w



1 like

OCTOBER 10, 2019

Add a comment...

Post

EVENTS



HAVE A POINT OF VIEW

1. THERE ISN'T
A QUICK FIX TO THIS
MASSIVE SYSTEMIC
PROBLEM. THIS IS ABOUT
A LIFETIME OF HARD
CONVOS WITH OTHERS
AND OURSELVES.

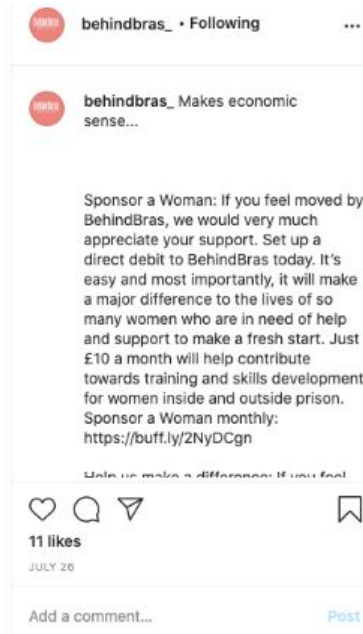


POSITIVE SOCIAL PROOF

FOR EVERY **£1** INVESTED IN
SUPPORT-FOCUSED ALTERNATIVES
TO PRISON, **£14** WORTH OF
SOCIAL VALUE IS GENERATED TO
WOMEN AND THEIR CHILDREN,
VICTIMS AND SOCIETY OVER TEN
YEARS

SOURCE: NATIONAL ECONOMICS FOUNDATION

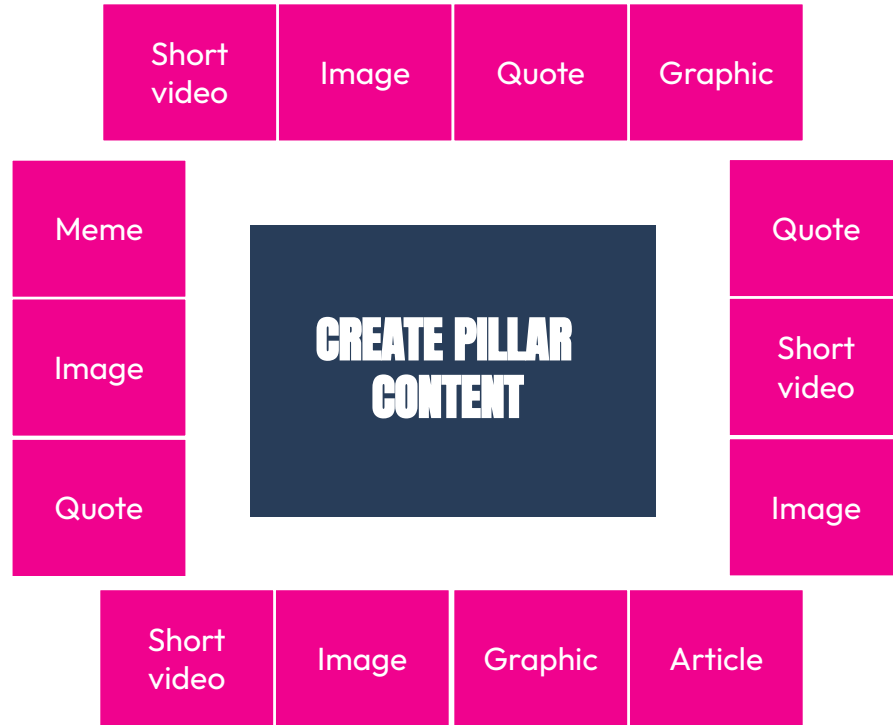
behindbras
EMPOWER | EDUCATE | EMPLOY



THE CURSE OF KNOWLEDGE

**IF I HAD MORE TIME
I WOULD HAVE WRITTEN
YOU A SHORTER LETTER**

**CREATE PILLAR
CONTENT**





CURATE

CURATE

Idea 9

READ INDUSTRY NEWS AND SHARE INTERESTING CONTENT

This is also a great way to educate yourself on the news
in your industry

WHY

Interest and Desire

HOW

Follow industry related social media pages and/or check the websites. Save the websites in a bookmark folder on your computer. Alternatively, if following them on Twitter add them to a Twitter list.

Feedly is an online tool and app that shows all the stories from different sites in one place.

You can post the headline yourself, or share the articles from using the above two techniques. On most online pages, there will be a link to share the article to your own social media page. Or, you can simply copy and paste the link from the search bar into your post.

Idea 9

Idea 76

SHARE AN INFLUENCER'S CONTENT

WHY

Interest

HOW

Check the blog post 'Identifying and monitoring influencers' on picaroons.co.uk to learn how to set up an influencer monitoring list. Even if you do not have a Twitter profile, I would recommend getting one just to do this.

Reading what the industry/influencers are talking about will also educate you on industry news.

Idea 76

NEWS WITH YOUR OWN OPINION



The Trussell Trust

2 d · 🌐



We've seen more families needing help from food banks in our network as the impact of Covid-19 continues to hit people's incomes. This isn't right.

It's vital for the government to ensure support is in place so people aren't locked into poverty this winter, especially as projects like the furlough scheme are set to wind down in the coming months.

Do you agree #ThisCanChange? Let us know in the comments 📌



MIRROR.CO.UK

Poorest hit hardest by coronavirus crisis as living standards 'severely damaged'

**EMAIL /
WHATSAPP**

**SAVE
BUTTONS**

BOOKMARKS

**WHAT DON'T
YOU DO & SAY**

COLLABORATE



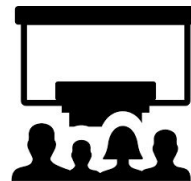
Reports



Podcasts



**Interviews /
Local News**



Events

LIVE INTERVIEWS



The US Right Is Coming for the UK—With Crypto in Hand

Nigel Farage, Peter Thiel and how...

JUN 4 • PETER GEOGHEGAN



Trump's rolling revolution, with Anne Applebaum

SCHEDULE

DAILY

WEEKLY

MONTHLY

1 day



1 day



1 week



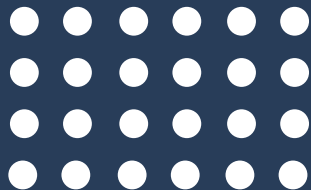
1 day



1 week



1 month



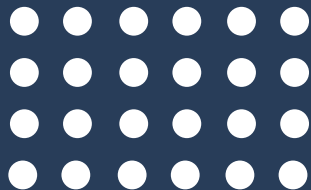
1 day



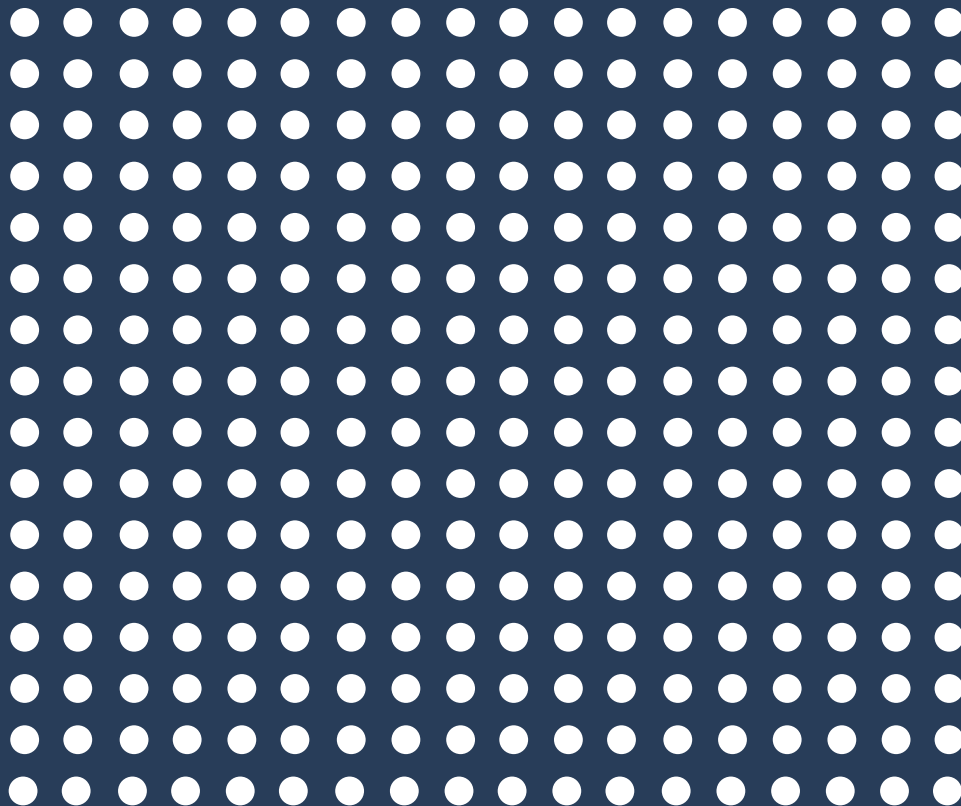
1 week



1 month



1 year



TASK

DAILY. WEEKLY. MONTHLY.

_____ **COMMUNICATION TASKS**

DAILY

A large, empty rectangular box with a thin pink border, intended for listing daily communication tasks.

WEEKLY

A large, empty rectangular box with a thin pink border, intended for listing weekly communication tasks.

MONTHLY

A large, empty rectangular box with a thin pink border, intended for listing monthly communication tasks.

ENGAGE

COMMUNICATION



COMMUNITY

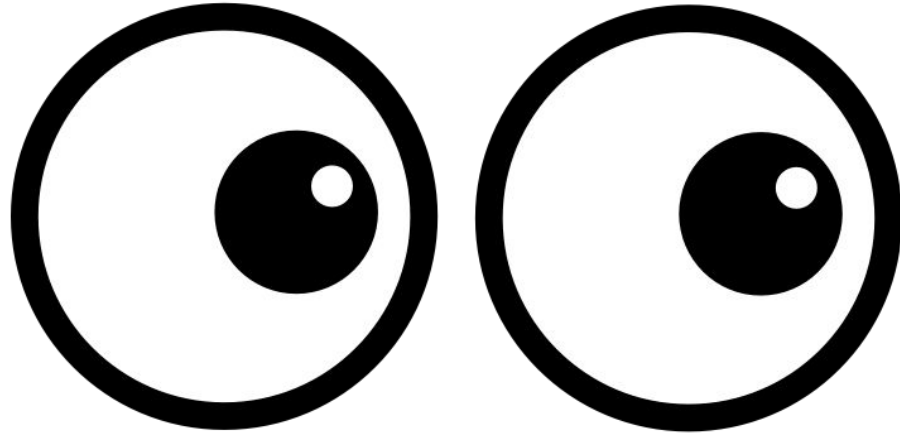


A group of people are gathered in a kitchen for a dinner party. In the foreground, a man in a grey hoodie is seen from the back, holding a bottle. To his right, a woman in a patterned dress is talking to a woman in a white shirt who is holding a glass. Further back, a woman with long brown hair is smiling, and on the far right, a woman in a pink shirt is looking down. The table is set with wine glasses, bottles, and plates of food. The text "It is a dinner party" is overlaid in large white letters.

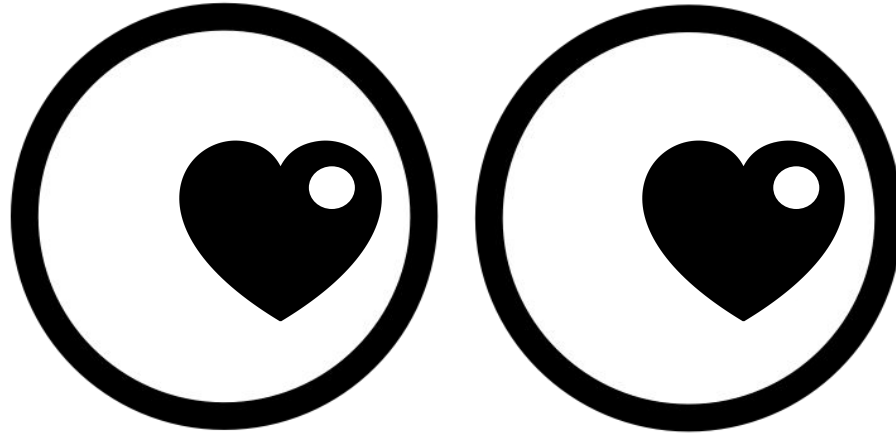
It is a
dinner
party

LEARN

WHAT YOU CAN MEASURE



WHAT YOU SHOULD MEASURE

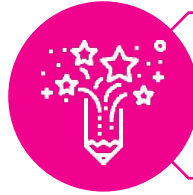


HOW TO BE INTERESTING

(AND INCREASE THE IMPACT OF
YOUR COMMUNICATIONS)



PLAN



BE CREATIVE



SCHEDULE



ENGAGE

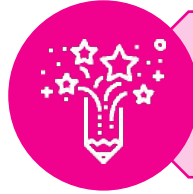


LEARN

**HOW TO BE
INTERESTING**
(AND INCREASE THE IMPACT OF
YOUR COMMUNICATIONS)



PLAN



BE CREATIVE



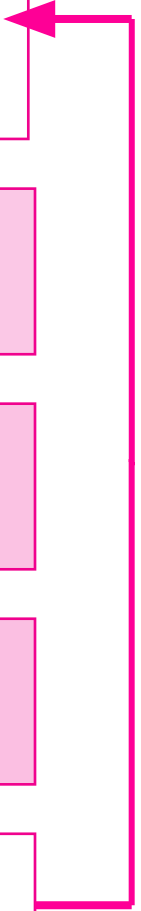
SCHEDULE



ENGAGE



LEARN



TEST & LEARN
TEST & LEARN
TEST & LEARN
TEST & LEARN
TEST & LEARN
TEST & LEARN
TEST & LEARN

ACTION POINTS

**FIND A
PROCESS,
AND STYLE
THAT SUITS YOU**



SparkToro



Google
Alerts

Scoop.it!



COMMUNICATIONS PLAN

The communications
channels we use are

Our objective

Our audience is

Their **challenge, need,
or mindset** is

So we talk about
how we

Our tone of voice is

We don't talk about

COMMUNICATIONS PLAN

The communications channels we use are

FACEBOOK & EMAIL

Our objective

INCREASE DONATIONS

Our audience is

MUSIC LOVERS

Their **challenge, need, or mindset** is

WANT TO SUPPORT UPCOMING TALENTED MUSICIANS

So we talk about how we

HAVE A ROSTER OF, AND SUPPORT UPCOMING TALENTED MUSICIANS

Our tone of voice is

OUTLAW

We don't talk about

THE SPECIFIC BACKGROUND OF THE MUSICIANS, CALLING OUT SPECIFIC RECORD LABELS

COMMS LAB with JAMES



Session 1: Review Your Communications Plan

Co-working session to revisit the audience, objectives, tone of voice, challenges, and channel mix.



Session 2: Building a Strong Brand for Trust, Engagement & Funding

Focus: Brand values, identity, and how a clear brand builds credibility with communities and funders.



Session 3: Campaigning on a Budget – Crowdfunding & Calls to Action

Focus: How to use low-cost tools and storytelling to drive action—especially donations and community involvement.



Session 4: Content that Connects – Creating & Scheduling for Impact

Focus: How to work smarter (not harder) with content. Planning, batching, storytelling & visual tactics.

Register for our Comms Lab



the social change
nest

QUESTIONS



Please take a few minutes to
provide us with feedback (we'll
drop the link in the chat)

CAMPAIGNING FOR CHANGE



WITH

SOPHIE NEUBURG

CAMPAIGNER AND GOVERNANCE GEEK



16.07.25

3:30PM

the social change
nest