

## Community Impact Bucks' COVID-19 Briefing #26

### Diversity and digital communications

*Short regular briefing from Community Impact Bucks*

30th April 2020

Dear Sir/Madam,

In today's briefing we highlight the need for us to continue to prioritise diversity and inclusion during this time of change, as well as some ideas on how to get the most out of your digital activity, including digital fundraising and social media advertising.

#### DIVERSITY AND INCLUSION IN A TIME OF CRISIS

Every aspect of our lives has been affected by the pandemic, but the impact is unequal across society and Buckinghamshire is a county of contrasts.

As we try to adjust to a new 'normal', Nicola Hannam, a consultant providing diversity, inclusion and governance support to charities, has written a blog for Community Impact Bucks highlighting the questions VCSE organisations should be asking ourselves to ensure our services reach those who need them most. To read Nicola's blog, go to [Diversity and inclusion in a time of crisis.](#)

#### DIGITAL COMMUNICATIONS

- For **tips on digital fundraising**, The Media Trust has commissioned a two part webinar which will provide an overview of online fundraising as well as give you creative ways to get quick win results during the pandemic. The webinars will take place on Tuesday 5 May (10.30-11.30am) and Thursday 7 May (10.30-11.30am), with each live broadcast webinar consisting of 45 minutes of content and 15 minutes of questions. To find out more, go to [Reason Digital's Digital Fundraising Webinar.](#)
- In preparation for next week's **#GivingTuesdayNow** (5th May 2020), Reason Digital has published its [Five Tips for Charities to make the most of #GivingTuesdayNow](#). This is a new global day of giving which encourages people to give to a cause, help a neighbour, or share a skill.
- The Media Trust has collated some of the best **resources being offered for free to charities and non-profits to help the sector use digital communications** to reach audiences. The resources are grouped into four main areas: Digital Fundraising, Digital Marketing, Digital Leadership and Remote Working. Read its [15 Free Digital Communications Resources for charities to use during the coronavirus pandemic.](#)
- Reason Digital has also shared its experience, plus the feedback from several charities it works with, to produce a **social media advertising guide** identifying good examples and ideas which other charities can learn from. Read its [12 tips on social media advertising during the pandemic to find out what charities can do to ramp up their social media presences.](#)

#### FUND ALERT FOR AYLESBURY VALE GROUPS

Vale of Aylesbury Housing Trust (VAHT) are offering grants of up to £4,000 for voluntary and community based organisations based within the Aylesbury Vale area to help alleviate the impact of the pandemic. For further information, go to [Thriving Communities Fund Coronavirus Support Grant.](#)

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