

Community Impact Bucks' COVID-19 Briefing #23

Keeping the sector in the public eye

Short regular briefing from Community Impact Bucks

27th April 2020

Dear Sir/Madam,

We know that many charities, voluntary groups and social enterprises are facing a real threat from the loss of income as a result of COVID-19. Sadly, the Government funding package for charities announced on 8th April will not be enough to save many vital services that people rely on.

This is why NCVO, NAVCA and others are encouraging us to continue to tell the Government that charities are **#NeverMoreNeeded**.

The charity sector is at the centre of much of the COVID-19 response and, as a result, is receiving a high levels of public attention. We need to maximise on this and use it to raise the public profile of the invaluable work VCSE organisations do and why the public must continue to support it.

To do this, we are all being asked to share our stories on social media, showcasing the way our organisations support and improve lives. For ideas for posts, have a look at the [campaign posts on Twitter](#) and follow these simple steps:

- Tell your story of why your voluntary organisation and others are **#NeverMoreNeeded**
- Use pictures if you have them or the **#NeverMoreNeeded** graphic (go to [CharityComms](#) for campaign guidance and where more materials will be released over the next few weeks)
- Or use **#NeverMoreNeeded** in your existing social comms
- Use a positive tone of voice: upbeat, emotive, engaging, and urgent
- If you can, use as many channels as possible to increase the reach of the campaign
- Tag Community Impact Bucks so we can share your stories too.

NATIONAL FUNDRAISING OPPORTUNITIES

- GivingTuesday is launching a new global day of giving on 5 May 2020. [Giving Tuesday Now](#) has been created in response to the COVID-19 pandemic and encourages people to show their generosity – from giving to a cause, helping a neighbour, or sharing a skill. **#GivingTuesdayNow**
- [The 2.6 Challenge](#) was officially launched yesterday (26th April) to help charities raise essential funds. If you haven't seen it yet, watch our [video](#) showing what we are doing at Community Impact Bucks and read [Katie's blog](#) which lists many of the 2.6 Challenges fundraising appeals that are running in Buckinghamshire. If you would like your 2.6 Challenge to feature in the blog, email comms@communityimpactbucks.org.uk.

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