



Campaign Pack

Introduction

Welsh Charities Week will take place for the first time this year between 15-19 November 2021.

Welsh Charities Week is all about celebrating the charities, voluntary organisations, community groups, social enterprises and volunteers that enrich all of our lives here in Wales.

The aim of the week is to celebrate and shine a light on the amazing work of Welsh not-for-profit groups of all shapes and sizes.

Organised by WCVA, Welsh Charities Week is supported by ITV Cymru Wales.



About this pack

In this campaign pack you'll find ideas to help you get involved in Welsh Charities Week and resources to help spread the word about the week far and wide.

In the campaign pack:

- How to get involved
- Suggested social media posts
- Social media graphics and assets

How to get involved

Whether you work or volunteer with a charitable organisation or you just want to big up a charity that you love, there are plenty of ways to get involved in Welsh Charities Week.

1. GIVE A WELSH CHARITY OR VOLUNTARY GROUP A SHOUT OUT ON SOCIAL MEDIA

Do you have a favourite charity that's close to your heart? Give them a shout out on your social media platform of choice. Tell us why you love them and remember to use #WelshCharitiesWeek.

Each day on social media we've got a different theme. We'll focus on different aspects of how charities, voluntary groups and volunteers make a difference every day across Wales. Get involved by telling us your stories:

Monday - 15 November 2021

Tell us about **a time a charity or volunteer helped you** or even changed your life. Share your story using #WelshCharitiesWeek and #gratitude

Tuesday – 16 November 2021

Tell us about **the people you've met** through working with, volunteering for or supporting charities. Share your story using #WelshCharitiesWeek and #connections and remember to tag the people you met!

Wednesday – 17 November 2021

Tell us about **a proud moment** you've had while volunteering or working with a charity. Share your story using #WelshCharitiesWeek and #TheBest

Thursday – 18 November 2021

Make us laugh or smile and tell us a funny or heart-warming thing that happened to you while involved with a charity or voluntary organisation. Share your story using #WelshCharitiesWeek and #MakeUsSmile

Friday – 19 November 2021

Tell us in your own words **why charities deserve our support all year round**. Share your thoughts using #WelshCharitiesWeek and #NotJustAWeek

2. DONATE

Welsh Charities Week is the perfect time to make a donation to your favourite charity. Remember it doesn't have to be a cash donation - it could be a bag of clothes or other items for your local charity shop, or you could even donate some of your time by volunteering (see below).

You can also take part in our 'Whose coat's that jacket?' challenge!

'Whose coat's that jacket?' challenge

Think Joey in Friends, you know the one where he's wearing everything Chandler owns... In this very Welsh twist, for Welsh Charities week we're challenging you to put on as many items of clothing as you can in 60 seconds to raise money for your favourite charity or voluntary group (or just for fun!)

We're suggesting you ask your friends and family to pledge as much as they dare per item of clothing. So if they pledge £1 per item of clothing and you manage to put on ten things in 60 seconds, well that's £10 to your charity of choice thank you very much.

To take part you will need:

1. Some people to sponsor you
2. A whole lot of clothing – preferably things that are quick to put on!
3. Someone to film your attempt and time your 60 seconds (no cheating!)

Once you've got your sponsors lined up, get someone to film your attempt during Welsh Charities Week (15-19 November 2021). Before you start be sure to tell the camera that this is the 'Whose coat's that jacket challenge' for Welsh Charities Week and which Welsh voluntary group you are raising money for.

Then get your able assistant to say 'go' and time your 60 seconds. Once it's all over and the dust cloud settles, count the number of items of clothing you managed to put on and tell the viewers at home your final score!

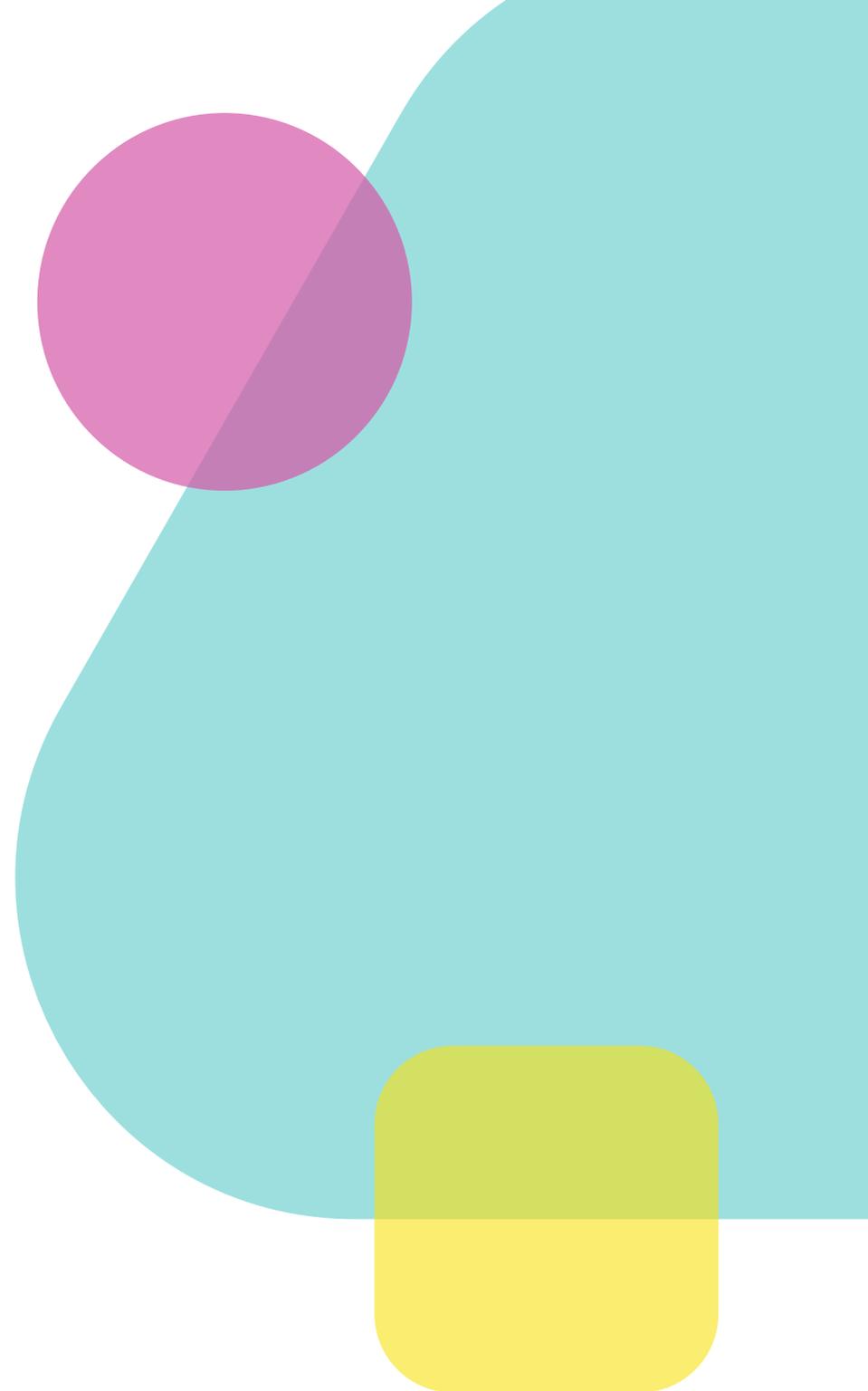
Then why not share your attempt on social media and (once you've done the maths) let us know how much you've raised. Be sure to include the hashtags #WhoseCoatsThatJacket and #WelshCharitiesWeek.

HOW TO MAKE YOUR DONATION

Go to the website or social media of your chosen cause and see if they have instructions for how to raise money on their behalf (e.g. they might have their own giving pages or use Just Giving, Local Giving etc). If you use Instagram or Facebook, check to see if your favourite charity is set up to receive donations using their fundraising tools.

Alternatively, go straight to one of the platforms below to find a Welsh cause that would love to receive your support. If you can, try and pick a local branch to make sure your donation is supporting action here in Wales.

- JustGiving
- Local Giving
- Crowdfunder
- Givey
- Total Giving



3. SIGN UP TO BECOME A VOLUNTEER

Do you have some spare time and feel like you could use it to do some good? Why not sign up to become a volunteer? If you are interested in becoming a volunteer a good place to start is www.volunteering-wales.net.



Suggested social media posts

We'd love your help to get more people involved in the first ever Welsh Charities Week. Here are some suggested social media posts you can use, feel free to adapt them, it's only a suggestion! You'll also find graphics you can use to go with you posts in the next section.

Let's shine a light on the amazing work of Welsh not-for-profit groups of all shapes and sizes, get involved in #WelshCharitiesWeek - 15-19 November 2021
<https://welshcharitiesweek.cymru/>



15-19 November is the first ever #WelshCharitiesWeek. Are you ready to celebrate charities, voluntary organisations, community groups & volunteers & what they do for Wales?
<https://welshcharitiesweek.cymru/>



Laugh, cry, take the #WhoseCoatsThatJacket challenge... just some of the ways you can get involved in the new #WelshCharitiesWeek, coming soon! <https://welshcharitiesweek.cymru/>



On 15-19 November we're celebrating the first ever #WelshCharitiesWeek - find out how you can get involved
<https://welshcharitiesweek.cymru/>







15-19 November 2021

Monday 15th November
Tell us about a time a charity or volunteer helped you or even changed your life. Share your story using #WelshCharitiesWeek and #gratitude



welshcharitiesweek.cymru



15-19 November 2021

Tuesday 16th November
Tell us about the people you've met through working with, volunteering for or supporting charities. Share your story using #WelshCharitiesWeek and #connections and remember to tag the people you met!



welshcharitiesweek.cymru



15-19 November 2021

Wednesday 17th November
Tell us about a proud moment you've had while volunteering or working with a charity. Share your story using #WelshCharitiesWeek and #TheBeste



welshcharitiesweek.cymru



15-19 November 2021

Thursday 18th November
Make us laugh or smile and tell us a funny or heart-warming thing that happened to you while involved with a charity or voluntary organisation. Share your story using #WelshCharitiesWeek and #MakeUsSmile



welshcharitiesweek.cymru



15-19 November 2021

Friday 19th November
Tell us in your own words why charities deserve our support all year round. Share your thoughts using #WelshCharitiesWeek and #NotJustAWeek



welshcharitiesweek.cymru