

Link to Change

How to develop your
own campaign in-house



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VIDEO CAMPAIGNS ARE POWERFUL



Whilst your beneficiaries are the
experts of **their experience**

The people at the heart **of the**
charity are the experts of their
impact
(that means you!)

So, who better to create a
campaign about your charity?

What's the main thing all charities need in order to create
an impactful campaign in house?

What's the main thing charities don't have?

TIME!!!

So, today, I'm going to convince you to make the time
for a video campaign...

I promise its worth it.

Grab a cuppa... Time to think

Safeguarding!!!

Who cares?

What's the point?

Who understands?

Call To Action

Before creating
your concept

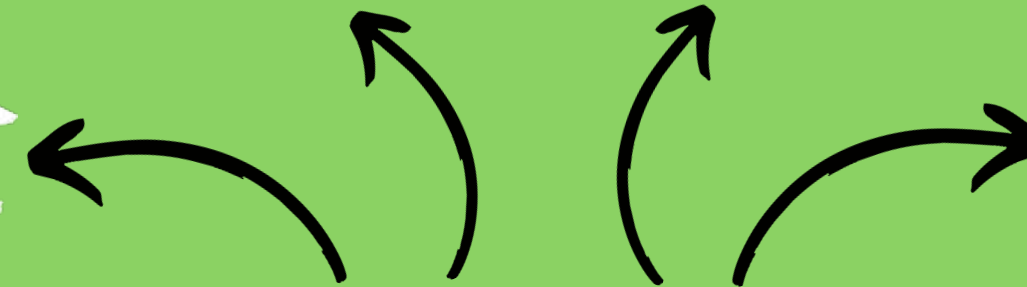
The Heart

Where can you film?

What story?

Who do you want to care?

What resources do you have at
your disposal?



My answers:

- **Safeguarding:** our beneficiaries are vulnerable, we should not show their faces, but we can tell their stories
- **Who cares?:** Other charities, friends, family, we have a small circle of support. (Look at who is currently engaged on social media)
- **Who understands?:** Staff, trustees, ex-employees and local professionals.
- **Who do you want to care?:** the local community, people who haven't come across our service before, local authority, local influencers, local businesses, local news outlets....
- **What's the point?:** increase community awareness of us as a charity and Child Exploitation. Raise money for our charity via just giving donations.

My answers:

- **What resources do you have at your disposal?:** Canva, laptop, smartphones, a camera, case studies, staff team, friends, and family.
- **Where can you film?:** in our office and the public spaces near by, just dont get other people in it.
- **What story?:** Focus on Child Sexual Exploitation, tell a mix of stories from different beneficiaries and case studies, ensure annonymity.
- **The Heart:** we are changing and saving lives. Without us, young people would still be in grave danger.
- **CTA (Call to Action):** Give us your money please!!! £10 could make a massive difference

Decision making time

Now you know what's available to work with, and what the purpose of your campaign will be, its time to bring it to life!

Determine your campaign concept.

Scripts and Storytelling

Earlier, you answered these questions:

What story?

What resources do you have at
your disposal?

Now you can pull elements together to build your story.

This could include:

Case Studies

Staff stories

Volunteer stories

Quotes from beneficiaries

A Fictitious Story (but a realistic one)

Will it be a video or a series of posts?
Will it be spoken, text on the screen, told in first
person, told in third person, or just visual story
telling?

What will be seen?

What are you going to show your audience?

Think about your answers to...

Safeguarding!!!

Where can you film?

What resources...

With whatever kind of video you're making, I find it really useful to make a storyboard.

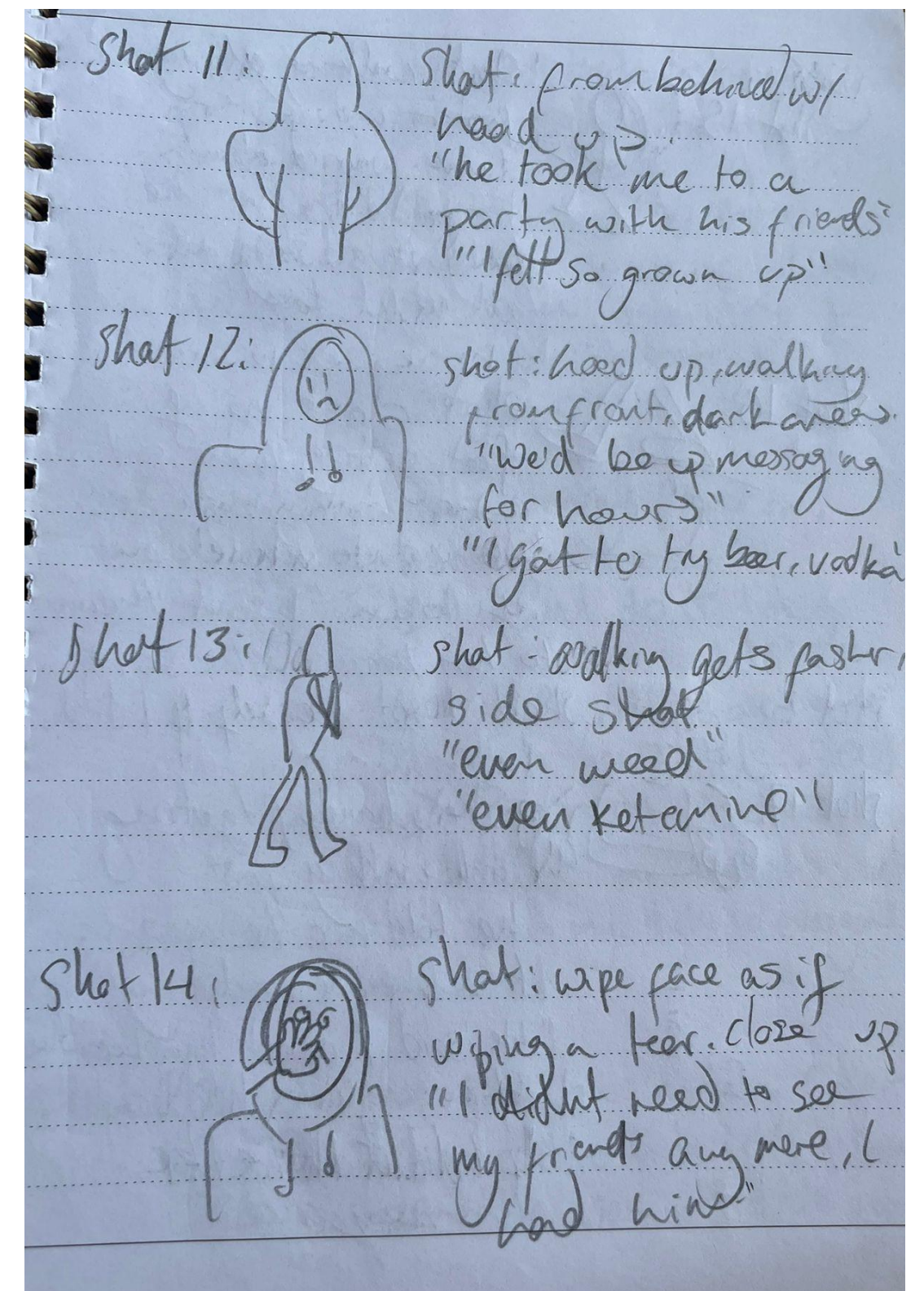
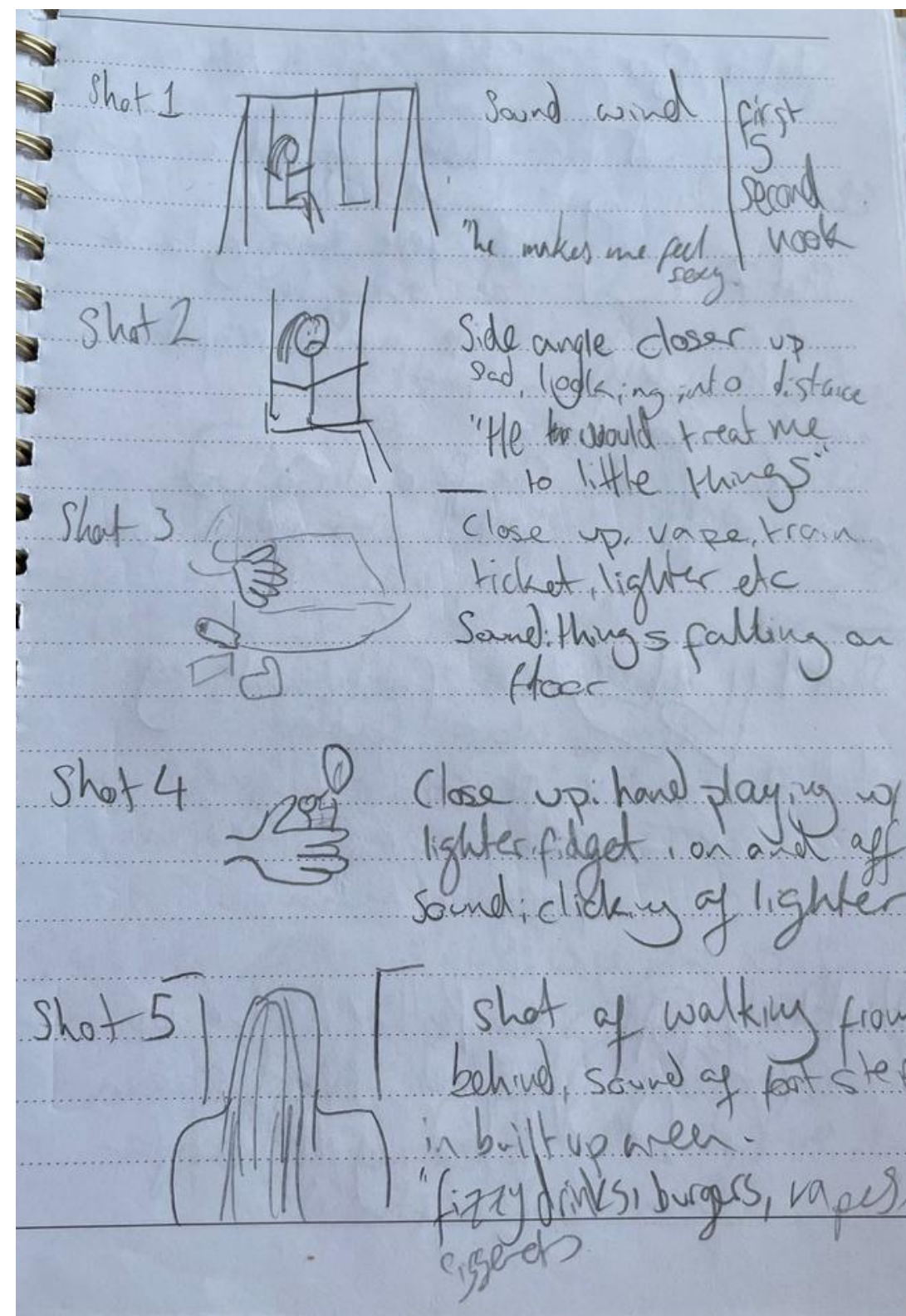
Here you can match your script to visuals.

This sounds much fancier than it is... this is what I did:



StoryBoard

Time to get your brain on paper...



Filming Time!

Now its time to bring your ideas to life

Top Tips:

Check equipment beforehand

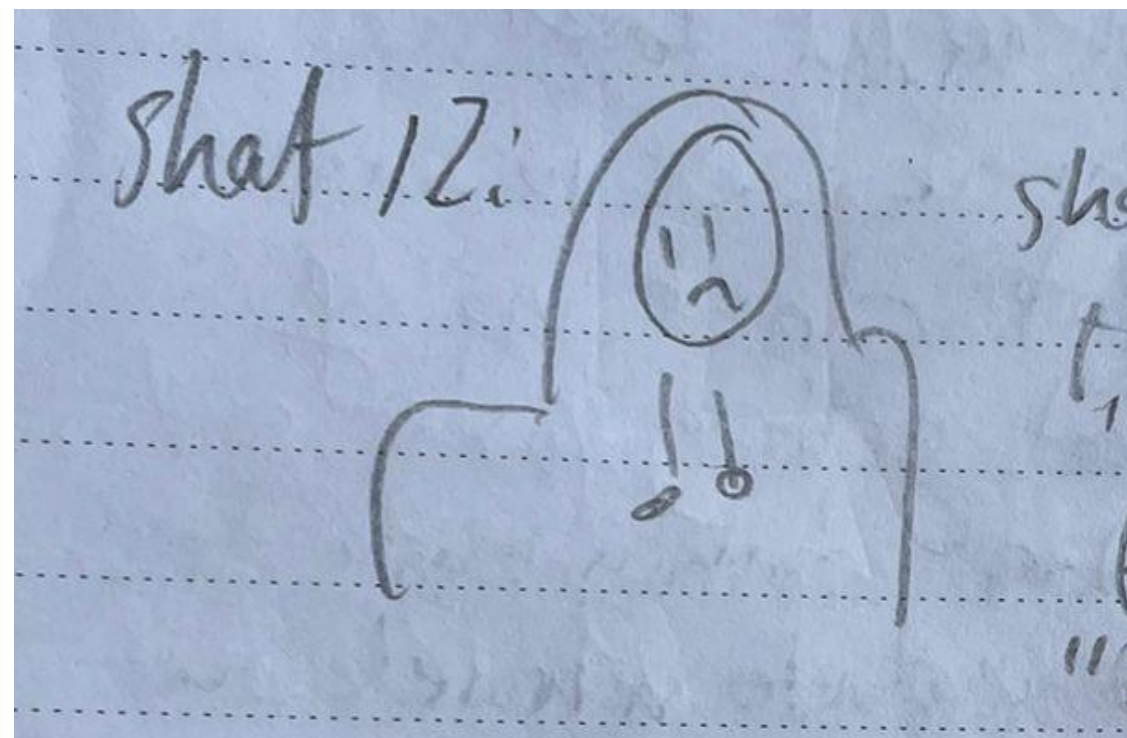
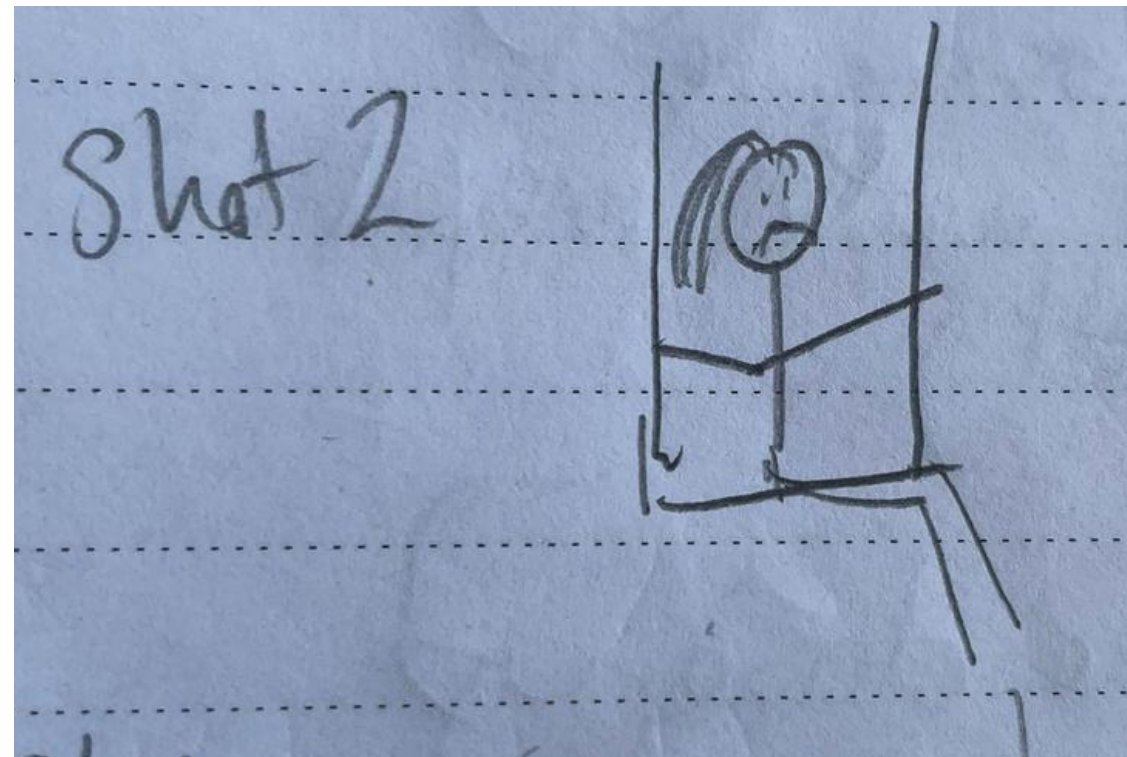
Stick to the plan!

Make sure you get photos alongside video content

Get behind the scenes footage

Be safe

HAVE FUN!



Editing and Designing

Disclaimer:

We had help from a professional video editor thanks to The Saltways and Lloyds Foundation

HOWEVER

There are LOTS of free editing platforms that are really user friendly

I love: CapCut, Canva, iMovie

Editing and Designing

BEYOND THE VIDEO

You need more than your video to build buzz and bring in donations

Remember your answers to these?

What story?

The Heart

Call To Action

Use these to inform your key messages for:

Social Media Posts

Mailing Lists

Website updates

Editing and Designing

USE THE PHOTOS YOU TOOK ON FILMING DAYS!



Canva is my best friend

Plan your Launch

PLAN FOR DIFFERENT AUDIENCES

Remember these answers?

Who cares?

Who understands?

Make a Supporter Pack:

Campaign info and reasons for it

Launch date

Where content will be

Caption examples

Things they can post themselves

Who do you want to care?

New audience engagement plan:

**Identify local businesses, organisations, press,
influencers, events that might share your
campaign video**

**Plan who you will ask before launch vs after
launch**

Plan your Launch





CONTENT CALENDAR

Create a content calendar:
one that works for you.

Pull everything you have made into a plan

Compare your content calendar to your initial answers

This will help identify any gaps before
you launch

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
donor retention			plan donor journey	finalise campaign plan mail chimp access		1
2	3 newsletter out by this point- final	4	5 have supporter pack ready	6	7	8
9 behind the scenes post	10 tweak final campaign bits	11 share supporter pack to warm supporter network	12 	13 countdown story	14	15 
16 Release Day!	17 	18 post about campaign	19 post about campaign	20 thank supporters so far	21	22 donation call post
23 Post video again	24	25 Happy Christmas	26 post about campaign	27 ads	28 post about campaign	29 
30 Post video again	31 Thank you	Happy New Year		donation call		

[illegible]

Launch

YOU MADE IT TO LAUNCH DAY! YAY!

BE ANNOYING

ASK EVERYONE YOU CAN TO
SHARE

BE CONSISTENT

DON'T LOOSE MOMENTUM

BE PROUD

BRAG ABOUT IT! YOU'VE MADE
SOMETHING REALLY COOL.

BE LOUD

SHARE! SUBMIT IT FOR AWARDS!
PROVE THE IMPORTANCE OF YOUR
WORK

Top Tips

Don't be afraid to be bold and different

Use AI (sensibly)

Talk through your ideas with colleagues, volunteers and beneficiaries (where appropriate)

Watch what other charities have done. Look at what you like and don't like - its all research

There's a YouTube tutorial for everything

Canva Premium is free for charities



Thanks for having me!



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