

# The Social Change Agency

## Background information

The Social Change Agency delivers strategic and governance support, communications expertise and programme management to charities, funders and grassroots organisations. We do this with the ultimate aim of building movements which achieve social progress.

Our team contains communications specialists, campaigners, fundraisers, and leaders who have delivered social progress in grassroots settings and within large campaigning organisations.

We champion inclusive, participatory practices which make sense in resource-constrained settings. We put frameworks in place for organisations to unleash the collective power of their stakeholders, allies and supporters; to build their movement.

We've led movement-based interventions in the health and social care, poverty and welfare, housing, third sector and youth arenas. We like to get our hands dirty and deliver our own social change programmes, after all, we all come from doing the work on the ground.

Our approach to our work, is practical and actionable, always rooted in proven best practice and social change theory.

## Our development support offer

Three packages of support as follows:

**Crowdfunding 101:** a comprehensive introduction to crowdfunding, delivered through an intensive one day workshop for up to 6 team members at the charity's location.

Follow-up support for the development and delivery of a crowdfunding strategy and plan delivered through up to four ¼ day phone/Skype coaching sessions.

**Digital Campaigning Skills:** a comprehensive introduction to digital campaigning for change, delivered through an intensive one-day workshop for up to 6 team members at the charity's location.

Follow-up support for the development and delivery of a digital campaigning strategy and plan delivered through up to four ¼ day phone/Skype coaching sessions.



Communications: We provide support on all four modules of the Lloyds Bank Foundation communications support offer. We will start module one with a full audit and analysis of the organisations messaging and communications systems. Based on the outcome of that four-day process we can move on to further specific support to strengthen areas such as influencing, digital communications and press outreach through modules 2-4.

## How do I know if this provider is right for my charity?

### For Crowdfunding 101

When a charity has a reasonable level of fundraising and comms capacity and competence, is at the early stages of exploring crowdfunding and they believe that crowdfunding is relevant to them.

Although charities may have a specific idea for a project they want to crowdfund for this is not essential as the workshop will help them to understand what makes a good project and may lead them to develop new ideas. *It is not suitable for charities who want to crowdfund for an 'emergency appeal'* in the short term as we generally advise a 4-6 month lead time from planning to implementation.

### For Digital Campaigning

When a charity has campaigning/influencing goals and wants to explore how to use digital campaigning tools and tactics to complement their offline activity. This training will be particularly useful for those who want to use digital to give the communities and individuals they serve a say on how local, regional or national decisions about how funds are spent, or services are commissioned, are made.

### For Communications

When a charity needs a fresh look at how and to whom they are communicating with, and how that communications is or is not contributing to the impact they aim to achieve. It could be that the charity needs a full overhaul of their communications skills and infrastructure, or the charity is noticing some pain points in not reaching particular audiences and just need a little expert advice to tweak a solid foundation.

## Input needed from you

The support will enable charities to develop and deliver a crowdfunding, basic campaigning, or communications strategy and plan. Part of the feasibility assessment will be to ensure that for:

**Crowdfunding:** they have the capacity to do this and are prepared to make this a core part of their business as usual fundraising and engagement activity over the 4-6 months

**Campaigning:** a basic understanding of campaigning and are already planning to make campaigning (either to achieve a specific goal or more generally) a core part

of their business as usual activity

Communications: You can expect us to focus less on surface-level brand propositions and graphic design, or PR stunts, to achieve charities' goals. We put our efforts into activating stakeholders and supporters through clear, compelling messages and authentic organising methods. When backed up by a sound theory of change, this is the most effective way to achieve long-lasting social progress.