

MINUTES

Members Meeting

11:30, Tuesday 2nd October 2018

Free Word Centre, Farringdon Road, London



Present:

Louise Akers

Delia Antoine Burdett

Sarah Colombini

Gemma Davidson

Helen Donohoe

Simon Francis

Charles Heymann

Laura Jane Hicks

Graeme Mill

Ian Morton

Heather Rogers

Tom York

1. Outstanding actions from last meeting

HR to circulate case study proforma for everyone to write up campaigns

2. The Rooftop

Up to 4,000 members of the page. Twitter following growing steadily and being done organically. Tom said that stories with statistics results in good engagement on Twitter.

Volunteer needed to take on Reddit.

GD to introduce **SF** to Giselle Green at NCVO who works with the sector to get positive stories out to the media.

All to contribute ideas to "what we've learned blog"

Campaign Collective funding for supporting this will start to run out from next year.

Costs about £3,000 a month. Anything above that and we can start to look at having more people write stories.

All to consider ideas for a launch in December or January and potential funding sources from Trusts and Foundations.

SF / DAB to investigate Guardian style small donations drive

GM to consider video explainer to launch / send to potential funders

SF to print more collateral

SF to use Sapio research for trade news story to update on numbers

3. Freedom To Campaign Guide

700 downloads of guide and double reading it online. Around 1,500 in total. Electoral Commission now engaging with us on the guide.

Next stage looking at updating the guide following feedback and then **NP** and **CH** to work on a guide for young people - opportunity to get in front of universities and students' unions.

IM to investigate option to launch at NUS conference in April.

4. Stakeholder Updates

ACEVO: LA has secured half page ad in conference brochure.

Social Enterprise UK: SF attended SE World Forum. Noticed a lot of organisations are offering grants. Could be an opportunity for us.

PRCA: SF spoke about measuring social impact at the PRCA annual conference and continues to lead on work on this and on charity group.

Universities: CH, IM and SF had an initial meeting about what offer would look like. Offer around apprenticeships, based on the three levels at which the universities are at i.e. no ideas for strategy, some idea but no comms plan, have ideas that need delivering -

which links to Create, Build and Deliver. HR pointed out that a number of other Collective members have experience here. **CH and IM** to lead on developing a plan for this, including a survey to establish the state of play, due to launch in October. Nancy Platts has also been to TUC and Labour Party Conferences spreading the word about The Rooftop and our campaign capability.

5. Business Development

- Universities
Covered in discussion minuted above.
- Charities
Use the Sapio Research to create a service about the five ways we can address this problem, whether that be strategy, 're-writing' press releases etc.
LJH to advise on what she did for ICRC
SF to write up new offer
Option to do a survey via Charity Comms on things like whether fundraisers are doing comms or whether they're done on a voluntary basis etc (the trouble Pride London were in this year was highlighted as what happens if comms is not delivered by pros). **Beth Andlaw** to be asked to investigate options for research.
- Social enterprises
Develop an "are they ready for comms? Take our free comms health check."
Along with tips and links to products and services from the Collective. **All** to discuss further as resource to develop this needs to be agreed.
- Simon and Nancy met with Esmee Fairburn Foundation who have approved list of agencies to offer their grantees. Campaign Collective now on this approved list. **SF** to update on The Rooftop.

6. Next meeting / availability

- GTM call on Wednesday 5 December at 11am.
- Next meeting on w/c 4 or w/c 11 March.
- Laura Jane working until 15 November before going on mat leave.

7. AOB

Karen can change photos for us on the website – email kastewart2002@googlemail.com