

Quick wins for Charity Marketing



Struggling to get your charity noticed?

Our "**Quick Wins for Charity Marketing**" is your go to guide for simple, effective marketing strategies that drive real results, without overwhelm.

- ☐ **Optimise** your social media profile(s) for engagement.
- ☐ **Create** eye-catching content.
- ☐ **Leverage** local media.
- ☐ **Encourage** donations with easy, actionable steps.
- ☐ **Build** stronger supporter relationships

Perfect for small charities and non profit teams, this resource is packed with practical, time saving strategies which you can implement to increase your visibility and support.

Need more support?

We help charities make the most of their marketing: **Get in touch to learn how we can support your cause.**

Contact us

 info@thestep-uphub.co.uk

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Charity marketing doesn't have to be overwhelming!

Here are simple, effective tactics you can implement today to boost your visibility, engage supporters, and make a bigger impact.

<i>Optimise your social media bios</i>	Ensure your social media profiles clearly state who you help, how you help, and how people can support you. Add a strong call to action, such as “Donate now,” “Join us,” or “Get involved.” Keep your contact details up to date, include relevant hashtags, and link to your website or donation page. A well-optimised bio can turn visitors into supporters.
<i>Pin important posts</i>	Pin a key post on Facebook, Twitter, and LinkedIn with your most important campaign, event, or donation link. This keeps your most critical message at the top of your page so it's the first thing visitors see. Regularly update pinned posts to keep them relevant and engaging.
<i>Ask for engagement</i>	Encourage your followers to like, comment, and share posts—engagement increases reach! Try using simple questions, polls, or interactive content like “What does our cause mean to you?” or “Tell us your favourite memory of volunteering with us.” Engagement helps build a sense of community and attracts new supporters.
<i>Repurpose old content</i>	Turn old blog posts, reports, or newsletters into fresh content. Create social media graphics, short videos, or infographics highlighting key statistics or quotes. Re-sharing old success stories or testimonials can keep your message alive while saving time on content creation.

<i>Send a quick e mail update</i>	A short, heartfelt update to your supporters keeps them engaged and reminds them why your cause matters. Share an inspiring story, an important milestone, or a simple thank-you. Always include a clear call to action, such as attending an event, donating, or volunteering. Personalised emails see higher engagement rates, so use names where possible.	
<i>Use free design tools</i>	Create eye-catching graphics using free tools like Canva. A professional look builds trust and recognition. Use consistent branding with your charity's colours, fonts, and logo to make your content instantly recognisable. Templates can help speed up the process and keep everything on-brand.	
<i>Leverage local media</i>	Reach out to local newspapers, radio stations, and community groups with a press release about your latest project or event. Journalists are always looking for local interest stories, and a well-timed pitch can get you free coverage. Include quotes from beneficiaries or volunteers to make your story more compelling.	
<i>Share a success story</i>	Highlight a powerful story from a beneficiary, volunteer, or donor. Real stories inspire action and build emotional connections. Use a mix of formats—written stories, short videos, or testimonial graphics—to make your impact felt. Always end with a call to action, such as “Help us change more lives.”	
<i>Make it easy to donate</i>	Ensure your website and social media make donating simple. Add a visible donation button, simplify the donation process, and include a recurring donation option. Use strong messaging like “Just £5 can make a difference” to encourage small but impactful contributions.	
<i>Say Thank you!</i>	A quick personalised thank-you email, social media shoutout, or handwritten note to donors and volunteers goes a long way. Gratitude builds loyalty and encourages repeat donations. Share public appreciation posts or behind-the-scenes stories to make your supporters feel valued.	
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