Practical marketing, digital skills training, and mentorship

The Step-Up Hub

Supporting Success in the Third Sector

I'm Linzi,
the founder of
The Step-Up Hub.

I've worked in Marketing and Communications for over 18 years across various sectors. I'm a qualified Digital Practitioner and adult education teacher, and I hold a Master's Degree in Marketing Communications and Public Relations. I am also the author of Engage: The 2025 Charity Communications Guide.

I spent eight years as a digital adviser and trainer on the Welsh Government programme, Digital Communities Wales. In 2017, I won a WCVA award for creating a pan-Wales digital training and delivery programme called Digital Drop-ins.

I have also won awards for my writing, which include an Amazon and Mumpreneur 'The Voice' award for my blog, That Welsh Blonde. I have also won two international screenwriting awards from Screenwriters UK for writing short scripts.

My main area of expertise is in supporting the charitable sector. I've spent five years as a Fundraising and Digital Development Manager for an Armed Forces Charity and worked as a community fundraiser for an emergency services charity. I've also been a Trustee for a Voluntary Services Council, a Governor for a primary school, and served two years as Chair of the Institute of Fundraising Network for North Wales.
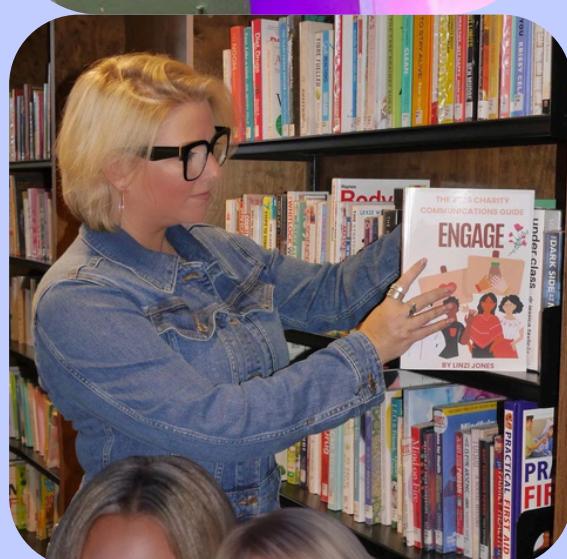
Who I work with

- Third-sector organisations
- County Councils
- Female founders
- Individuals who feel overwhelmed by digital tools

Where I work

- In-person, across Wales and the North West of England*
- Online - UK-wide

*Mileage billable outside of North Wales region

Digital Skills Training
half-day sessions

In-person, Practical, supportive sessions designed for mixed confidence levels.

Topics include:

- 🌐 Digital Champion sessions

- 🌐 Digital footprint and critical thinking

- 🌐 Google Suite basics

- 🌐 Online job-seeking skills

- 🌐 Online health and wellbeing

- 🌐 Online safety and scams awareness

- 🌐 AI tools for beginners

- 🌐 Social media platforms for beginners

- 🌐 Blogging for beginners

- 🌐 Online communication tools

- 🌐 Money-saving online

**Sessions start at £250 for workshops.
They are interactive, jargon-free, and tailored to you and your organisation.
One-to-one sessions start at £55 for an hour,**

Workshops - *at a glance*

Practical, supportive sessions designed for mixed confidence levels.

4-Day Workshops

- The Foundations of Purpose-Driven Marketing
- Entrepreneurship for Mums

2-Day Workshops

- Entrepreneurship for Mums - Quick wins
- Audience, Story, Strategy.

1-day Workshops

- Marketing Mindset for the Third Sector
- Impact Storytelling for Charities
- Audit your Online Presence
- Peopleing for non-peopley people
- Compassion Fatigue & Ethical Marketing
- Supporting your Supporters
- Social Media Boundaries for key workers

Sessions are interactive, jargon-free, and tailored to you and your organisation.

The Foundations of Purpose-Driven Marketing

This hands-on programme supports charities, CICs, and community organisations to build confident, ethical marketing that actually works in practice.

Rather than focusing on what organisations should be doing, the course is centred on how to do it. Learning is delivered step by step, with practical guidance, supported exercises, and mentoring throughout. Participants work with their own real examples — campaigns, events, services, and challenges, building clarity and confidence as they go, rather than leaving with abstract ideas to figure out later.

The programme is designed for real-world conditions: limited time, limited capacity, and high expectations. The emphasis is on realistic, values-led marketing that can be sustained long after the course ends.

Day 1: Purpose, audiences, and priorities
Participants clarify their organisation's purpose, vision, and values, and learn how to map key audiences and stakeholders. By the end of the day, they have a clearer understanding of who they need to reach, why it matters, and where to focus their efforts.

Day 2: Voice, storytelling, and ethical communication
Teams develop a consistent organisational voice and explore ethical storytelling, consent, and safeguarding. Participants learn how to turn impact into meaningful stories that build trust without exploiting lived experience.

Day 3: Content creation in practice
This is a fully hands-on day focused on how to create content, not just plan it. Participants learn practical skills they can use immediately, even with limited tools or experience.
The day covers creating social media posts and short-form video (including reels), writing effective press releases, basic interview techniques for gathering stories, understanding online engagement, and using AI tools to support idea generation and drafting safely and ethically. The focus is on building confidence and capability in-house, rather than reliance on external agencies.

Day 4: Channels, reach, and realistic growth
The final day brings everything together, looking at where content goes and how it performs. Participants explore digital and traditional marketing side by side, including social media, press, email, community outreach, and sponsored advertising.
The session helps teams understand engagement and reach, choose the right channels for their audiences and capacity, and avoid tactics that drain time without delivering value. Participants leave with a clearer sense of what's worth doing and how to grow visibility realistically.

Why this course is different

Most marketing courses tell you what you could or should be doing, then leave you to figure out how.
This programme is as much mentoring as it is training. Every session is practical, supported, and step-by-step, with space to ask questions, work through real challenges, and apply learning immediately.
Participants don't just leave with ideas; they leave knowing how to do the work.

Entrepreneurship for Mums
(Quick wins is a shortened version)

This confidence-building workshop is designed for mums who want to start or grow a business in a way that fits around real life, not unrealistic expectations. The focus is on turning ideas into something workable, whether that's a realistic side-hustle or a sustainable full-time career. Sessions are delivered in a mentoring style, shaped around the realities of participants' lives and businesses.

What the session covers

Idea generation and development
Participants are supported to explore, test, and evolve business ideas, whether they're starting from scratch or refining something that already exists.
This includes: -
- Generating business ideas based on skills, interests, and lived experience
- Stress-testing ideas for realism, sustainability, and income potential
- Developing ideas into clear offers, not vague concepts

From idea to delivery
The workshop focuses on moving forward, not getting stuck in planning mode.
Participants work through:
- What "good enough to start" really looks like
- Breaking big goals into achievable next steps
- Making progress that fits around family life

Mindset and being your own cheerleader
Running a business can be isolating, especially in the early stages.
This session supports participants to:
- Build confidence in their ideas and decisions
- Recognise and challenge self-doubt and comparison
- Develop resilience without burning out

Marketing yourself (without the cringe)
Participants learn how to market themselves and their business in a way that feels authentic and manageable.
This includes:
- Talking about what you do with confidence and clarity
- Marketing yourself as a person when you are the brand
- Using social media and networking realistically

Online safety, boundaries, and being visible
When you are your own brand, boundaries matter.
This session covers:
- Online safety and protecting personal information
- Setting boundaries between business and family life
- Handling messages, comments, and enquiries confidently

Funding, income, and support
Participants explore practical routes to income and support.
This includes:
- Early pricing considerations
- Awareness of potential funders, grants, and support schemes
- Knowing when funding is helpful, and when it's not the right step yet

How the sessions work
These sessions are delivered in a mentoring style, not as a lecture. Time is built in for discussion, reflection, and real-world problem solving, with space to share experiences and learn from one another.
The focus is always on your reality, your time, your energy, your responsibilities.

Audience, Story, Strategy

This focused two-day workshop helps organisations build confidence in purposeful marketing skills, audience understanding, and ethical communication.
Rather than jumping straight to platforms or tactics, the workshop starts with the foundations: who you are, who you're trying to reach, and what you need people to understand or do. From there, participants are guided step by step to shape stories, content, and strategy that genuinely support their goals.
The sessions balance structured learning with mentoring-style support, using real examples, case studies, and practical exercises to help teams apply ideas directly to their own work.

What the course covers

Audience mapping & stakeholder insight
 Participants identify and prioritise their key audiences, including beneficiaries, funders, partners, volunteers, and the wider public, and explore what each group needs, values, and responds to. This helps organisations avoid mixed messages and focus their efforts where they matter most.

Vision, mission, and purpose-led messaging
 The workshop supports teams to reconnect with their vision and mission, and translate these into clear, human messages that guide all communications. This ensures marketing activity is consistent, credible, and aligned with organisational values.

Story development & ethical storytelling
 Participants explore how to tell meaningful stories that demonstrate impact without exploiting lived experience. This includes consent, safeguarding, tone of voice, and choosing stories that build trust and understanding.

Engagement, reach, and realistic growth
 The course looks at what engagement really means, beyond likes and numbers, and how organisations can grow reach in ways that feel sustainable. Participants learn how to recognise what's working and adjust their approach without chasing trends.

Content creation & campaign thinking
 Teams work through how to turn strategy into content, including campaign ideas, key messages, and formats that can be reused across channels. The emphasis is on clarity, consistency, and making content creation feel manageable.

Using AI tools responsibly
 The workshop introduces simple, accessible AI tools that can support idea generation, planning, and content development, always with an ethical lens and clear boundaries around use, accuracy, and safeguarding.

Case studies & practical examples
 Real-world examples from charities and community organisations are used throughout, helping participants see what good looks like in practice and how it can be adapted to different contexts and capacities.

Marketing Mindset for the Third Sector

This session helps staff and volunteers across an organisation learn how to think like a marketeer, even when marketing isn't their job. It's designed for teams who are busy delivering services, running events, or supporting communities, and who may not realise that they are perfectly placed to capture powerful stories, content, and moments as they happen.

Rather than focusing on platforms or posting, the session looks at mindset and awareness. Participants explore how everyday activity can become usable marketing content when people know what to look for, from photos, short videos, and quotes, to names, permissions, and context. It encourages teams to notice moments worth capturing, rather than treating marketing as something that happens later or somewhere else.

The session is highly practical. Participants learn how to gather content well, thinking about environment, lighting, movement, and what makes an image or video interesting, not just ticking a box. It covers the importance of capturing names, roles, and social media handles, understanding basic consent and model release forms, and collecting content in a way that makes it genuinely usable for marketing teams.

Importantly, this session is not just for people with "marketing" in their job title. It's about creating a shared organisational mindset where staff and volunteers understand their role in telling the organisation's story. This is especially valuable for larger or national organisations, where teams outside of the Head Office can feel unseen or under-represented. By empowering teams on the ground to capture and share content, organisations can build more equitable, representative engagement that reflects the full breadth of their work.

Impact Storytelling for Charities

Storytelling is the bridge between impact and support. Case studies, funding applications, donor appeals, ambassador programmes, and public awareness campaigns are all built on stories. Without clear, ethical storytelling, charities struggle to secure funding, inspire support, or demonstrate why their work matters.

This workshop supports organisations to tell powerful, ethical stories that show real impact without exploiting lived experience or crossing safeguarding boundaries. Participants explore how storytelling builds trust, credibility, and long-term sustainability.

Ethical storytelling: the who, what, why, when, where, and how
Participants are guided through the ethical framework that underpins responsible storytelling. The session focuses on organisations moving away from crisis-led narratives and towards storytelling that respects people and stands up to scrutiny.
The session covers practical tools for:
- Creating clear, compelling case studies
- Shaping tone of voice for different audiences
- Gaining informed, ongoing consent
- Applying ethical judgement when stories involve vulnerability or risk

Calls to action that lead somewhere
This session emphasises how to pair storytelling with clear, appropriate calls to action that respect the audience and the story being told.
Participants explore how to:
- Match calls to action to the audience and context
- Encourage support, funding, advocacy, or engagement without pressure
- Avoid manipulation, guilt, or oversimplification
- Help supporters understand how they can play a meaningful role

Why this matters
This workshop shows how charities use stories to demonstrate value, build meaningful relationships with funders and supporters, and position themselves for sustainable funding and growth.

Audit Your Online Presence

Your online presence is often the first, and sometimes only, impression people have of your organisation. Funders, partners, volunteers, and supporters will look you up long before they contact you, donate, or get involved. This workshop helps organisations understand what their digital footprint is currently communicating, and whether it truly reflects their values, impact, and credibility.

This is a practical, hands-on session that creates space to step back from day-to-day activity and look clearly at websites, social media, and online profiles through the eyes of the people who matter most. Rather than guessing or reacting, participants gain clarity about what's working well, what's confusing or outdated, and what may be quietly undermining trust or engagement.

Seeing your organisation as others see it
Participants are guided through a structured review of their online presence, learning how funders, supporters, and the public typically navigate information. The session explores questions such as:
- What story does our online presence tell at first glance?
- Is our purpose and impact clear within seconds?
- Are we easy to trust, understand, and contact?

From overwhelm to prioritised action
Rather than producing a long, unrealistic to-do list, the session focuses on prioritisation. Participants learn how to identify quick wins, medium-term improvements, and things that can safely be left alone for now.
The workshop supports teams to:
- Identify gaps, inconsistencies, and missed opportunities
- Understand why certain content or platforms perform better than others
- Decide where to focus limited time and energy for maximum impact

Clarity, confidence, and consistency
Participants also explore how tone of voice, messaging, and visual consistency affect credibility and engagement. The session helps teams understand how small changes, clearer calls to action, better signposting, or more consistent messaging can significantly improve outcomes without increasing workload.

Supporting Your Supporters

Fundraisers, volunteers, and partners are some of a charity's most powerful advocates, yet their efforts are often only seen by friends and family. This session explores how charities can better celebrate and amplify support for the people who give their time, money, and voice, using thoughtful marketing, PR, and communications to turn individual effort into shared impact.

Participants learn how making supporter activity more visible helps increase sponsorship, donations, and engagement. By using organisational platforms such as websites, social media, press, and newsletters, charities can help supporters reach audiences they could never access alone, rewarding their effort while strengthening the organisation's reach and reputation.

The session also focuses on stewardship that feels human rather than transactional. Participants explore practical ways to thank, update, and recognise supporters in ways that build long-term relationships, without creating extra pressure or unrealistic workloads for staff and volunteers.

Finally, the workshop looks at how strong supporter communications help attract high-value ambassadors and partners. Public figures and corporate supporters are far more likely to align with charities that demonstrate visibility and engagement, making supporter celebration a key driver of long-term sustainability.

Social Media Boundaries for Key Workers

Working with vulnerable people brings unique responsibilities, and social media can blur professional and personal boundaries in ways that expose staff, volunteers, and service users to risk. This essential session supports key workers to understand how online behaviour, visibility, and accessibility can affect safety, wellbeing, and professional integrity.

The workshop addresses real risks such as stalking, harassment, and online "love-bombing", helping participants recognise early warning signs and understand how seemingly positive attention can escalate into unwanted or unsafe behaviour. It also explores digital footprints — what information is publicly available, how it can be pieced together, and how to reduce exposure without disappearing completely.

Participants learn practical safeguarding strategies, including managing privacy settings, handling friend requests, messages, and follows, and maintaining clear boundaries between personal and professional identities. Real-world scenarios are used to explore grey areas, helping key workers respond confidently and consistently rather than reactively.

Importantly, the session also supports participants to navigate organisational expectations around visibility. It explores how to have constructive conversations with employers about social media use, what alternatives exist if someone is uncomfortable being online, and how organisations can balance marketing needs with staff safety and wellbeing. Participants leave with clear strategies they can apply immediately, protecting themselves while maintaining professional, ethical online practice.

Compassion Fatigue & Ethical Marketing

This workshop helps charities understand how guilt-led and persistent fundraising can unintentionally push supporters away, and how to communicate need without overwhelming or alienating audiences.

With the public inundated by urgent appeals from multiple charities, many people switch off, unsubscribe, or actively avoid content that feels distressing or pressurising. This session explores how compassion fatigue develops, how it affects trust and donations, and why well-meaning messaging can sometimes backfire.

Participants learn how transparency, ethical storytelling, and values-led communication help charities stand out without shouting. The focus is on building trust, credibility, and long-term support through marketing that feels respectful and sustainable.

Peopleing for Non-Peopley People

This session is designed for people who find networking, interviews, and "selling themselves" genuinely draining, including those who are shy, neurodivergent, chronically fatigued, menopausal, or simply low on social battery. It recognises that confidence doesn't come from being louder or more extroverted, but from feeling prepared, protected, and in control.

Importantly, this is not a role-play session and does not involve awkward icebreakers, forced participation, or being put on the spot. Instead, the focus is on building your armour before you walk into people-heavy situations. Participants learn practical strategies for noisy networking events, meetings, and conversations, including preparing an elevator pitch that feels natural, knowing how to introduce themselves comfortably, and deciding in advance what success looks like, so time and energy aren't wasted trying to "work the room".

Rather than performative networking, the session helps participants identify and avoid energy-draining interactions, set clear conversational boundaries, and exit conversations without guilt or discomfort. It explores how to communicate clearly and confidently, gather information, or represent your organisation without feeling exposed, salesy , fake, or emotionally depleted.

Finally, the session supports participants with what happens after, recognising when you're people'd out, unwinding safely, and recovering energy without burnout or self-criticism. Participants leave with practical tools and strategies that take the stress out of peopleing, allowing them to show up as themselves and still be effective.

Marketing Mentorship

Marketing mentorship is about having a safe place to think out loud and figure things out without feeling rushed or judged. It's for those moments when everything feels tangled and you know you need to move forward, but your head's full, your confidence is wobbly, and you're not sure which bit to tackle first.

Rather than piling on more advice or another to-do list, mentorship gives you a calm sounding board and someone steady to think things through with.

Whether you're running a charity or growing your own idea, this kind of support helps you find clarity, learn what's useful, and decide on your next step without feeling overloaded. There's no expectation to have all the answers. Just practical guidance, reassurance along the way, optional accountability, and support to turn ideas into action at a pace that works for you.

Six to Shine

A 6-month marketing mentorship
Ideal if you need structure, accountability, and confidence over a defined period.

A Year to Thrive

A 12-month marketing mentorship
For deeper, longer-term support and space to reflect, plan, and grow.

As, and When

Hourly sessions
For when your head is mashed, and you need a sounding board

Prices start at £95 per hour

The Step-Up Hub

Supporting Success in the Third Sector

To enquire or book:

✉ **Email: linzi@thestep-uphub.co.uk**

🌐 **Website: www.thestep-uphub.co.uk**

📅 **Discovery calls available by arrangement**