

WHERE WOULD GUERNSEY BE **#WITHOUTUS?**

Campaign Toolkit



Supporting the heart of our community





Contents



Introducing the campaign	3
The creative approach	4
How to use the campaign	6
Campaign key messages	13
Help us to help you!	15
Media and social media mastery	18



#WITHOUTUS?

Introducing the campaign

The Association of Guernsey Charities (AGC) is supporting the Bailiwick's third sector with an overarching campaign that can be used by all charities.

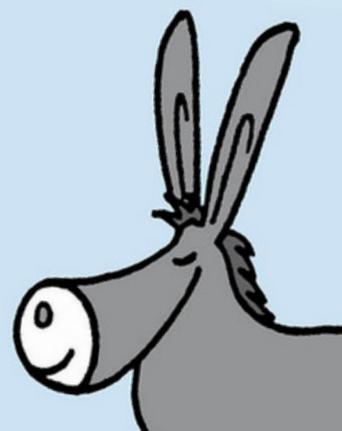
Charities fill the gap between what the government can provide and what the population needs. That gap is growing, and the pressure on charities is increasing, whilst at the same time we know it's harder for charities to raise vital funds and engage volunteers.

We want to:

1. Improve the community's understanding of the value that the Bailiwick's third sector brings to the islands.
2. Educate key stakeholders on how they can help the sector become more sustainable.

The strategy behind the campaign is to:

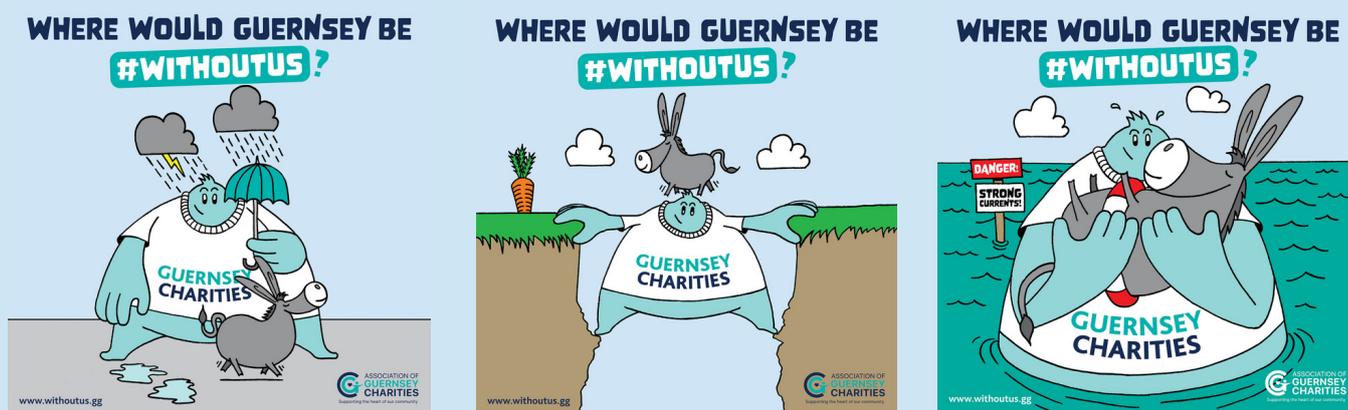
- Shine a light on the 'gap' – what might happen if your charity ceased to exist? Where would Guernsey be without you?
- Showcase the depth and breadth of charitable work on the island. Show the impact charities make to improve all our lives.
- Give all charity leaders a clear and consistent voice about their shared challenges and create a 'golden thread' that knits the fabric of our third sector together.



The creative approach

Our design brief: We wanted a creative approach that any charity could use – regardless of its size, cause or structure.

The concept had to be flexible so that charities of any sector could use it to communicate how the third sector provides vital support that improves our lives, sometimes without us even realising where that help comes from.



The creative has a fun feel to it, which stops it from being overly negative whilst still showing that charities fill a critical gap, providing vital services that islanders need every day.

“The concept for the #withoutUs campaign was to be able to represent Guernsey as a community being unaware and perhaps a little too nonchalant regarding the pitfalls and dangers that could lie ahead if it wasn't for the combined support of all of Guernsey's charities.”

“We decided on a bespoke hand drawn illustration style to allow us freedom to create different scenarios and allow the campaign to be able to grow but also to give a certain warmth to what is a serious topic without losing the importance of the main message.”

“To bring this concept to life we created two characters - a cute but slightly aloof little donkey which represents Guernsey, and a friendly, large, strong character that represents all of the charities in Guernsey.”

-Marc Griffiths, Two Degrees North

There are three iterations of the creative to kick off the campaign. Alongside our characters, we have an eye catching and thought-provoking headline:

WHERE WOULD GUERNSEY BE #WITHOUTUS?

And a strong call to action:

“Please continue supporting charities to help them survive.”

Through this tool box, the campaign creative and campaign assets, the AGC hopes that the island’s charities can come together to show the incredible work done by the third sector in Guernsey and also what would happen #WithoutUs.

What’s available in the tool box

Alongside this document, the AGC is also providing charities with:

- Hero campaign copy (the main message)
- Shorter campaign copy (the same message but summarised)
- Three different social media graphics
- Three different versions of the advert/poster
- Where Would Guernsey be #WithoutUs graphic
- Infographic with survey data





#WITHOUTUS?



How to use the campaign

We need YOUR help to make the campaign a success. The more charities get behind the campaign, the more impact it will have, and every charity will benefit.

The AGC is providing easy-to-use assets that any charity, whatever its size or structure, can use.

The campaign creative and the concept behind it can be used whenever you communicate to the public, donors, supporters or your members. Here are some ideas to inspire you:

Website

If you have a website, why not use one of the campaign designs on the home page?

You could write a blog exploring what might happen if your charity did not exist? What would be the immediate and long-term impact?

You could ask some of your volunteers or service users to tell you what would happen #WithoutUs, and collate these stories into a blog.

Maybe you could gather the data on what would happen #WithoutUs, using statistics to show the work you do and its impact is very powerful.

Newsletter

If you send out a regular newsletter, you could include the #WithoutUs campaign.

Tell your readers what would happen if your charity no longer existed, and remember to also share all your positive news stories too.

Charities can share a positive case study and conclude by asking what would happen #WithoutUs.

The posters and social media graphics can be inserted into a newsletter will really grab your readers' attention.



Using the campaign on your social media

There is so much you can do on social media!

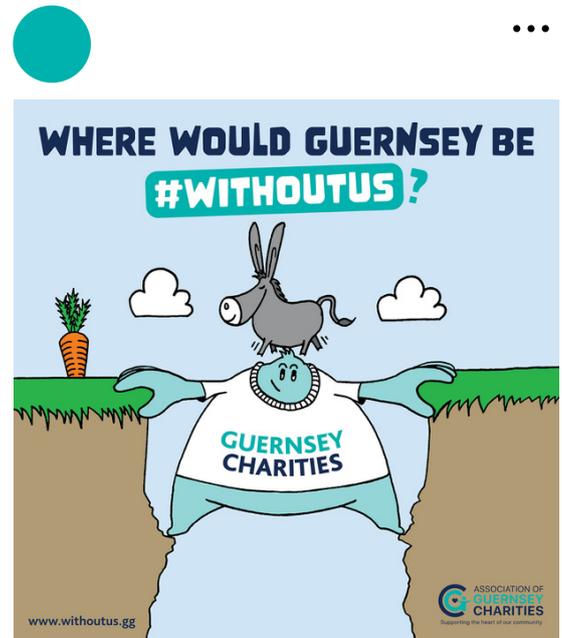
We have three social media graphics you can share and suggest you use the social media post copy to share what would happen #WithoutUs. Here are some examples of what you could say:



#WithoutUs our rich local history and language might be forgotten. The good news is that we currently have seven local nature projects underway, as well as our usual programme of language and history events.

Thanks to Wigwam, parents of children with disabilities are supported. #WithoutUs, those families could face isolation and loneliness. Thanks to your donations, we can help through individual support, helping young adults with disabilities, and giving people with disabilities and their carers a voice.

We are devoted to caring for the carers of people living with dementia. We offer experienced sitters, weekly support groups and monthly lunches, #WithoutUs, many carers would struggle with the challenge of looking after loved ones with dementia.



#WithoutUs islanders would have less access to sport and fun fitness activities which contribute to our health and wellbeing. Can you imagine our island without a thriving sports scene?

#WithoutUs more older people would face isolation and loneliness. We're looking for new volunteers for home visits, together we can bring joy to elderly islanders.



#WithoutUs, local children would have less access to sailing. Enjoying our beautiful coastline contributes to our quality of life and helps us all to appreciate the nature around us. Help us keep the wind in our sails!

Remember to share content on how your charity helps the community. Tell everyone about the **impact** you have. Here are some questions that might help:

- What do you offer?
- What difference does this make to whom?
- What would happen if your offer ceased?
- What support do you need to keep going? (volunteers / funding)

Remember this is aimed at members of the public, so keeping it easy to understand and short is good. If you are offering multiple services, perhaps acknowledge that but only focus on your main offers or do multiple posts.



Don't forget to tag in the Association of Guernsey Charities so we can like and share your post!



@GuernseyCharity



@Association of Guernsey Charities

Using the #WithoutUs

We would like the #WithoutUs to appear consistently in all your communications.

Used widely, this hashtag will create a golden thread that knits together the sector and we want it to appear EVERYWHERE.

Using your data

Statistics tell a powerful story and if you know your numbers, you can use them in your campaign communications to show the real impact you have.

For example, you could use data about your charity's impact in a social media post:

#WithoutUs 152 islanders would not have food on their table this evening.

#WithoutUs, 26 women and 34 children would not have escaped an abusive relationship this year.

This month, we have provided 350 nutritious dinners to elderly people who live alone. #WithoutUs, they would be more isolated and go without a hot meal, possibly leading to poor health outcomes which would increase the burden on our island's health services.

#WITHOUTUS?



Using the campaign in local media

Your charity has a great story to tell. Please use the #WithoutUs theme in your media relations activity.

The local media will be aware from 22nd of April, and we know they will want to hear your **case studies, success stories, stats** and **facts**.

Remember, this campaign can be both hard-hitting and positive. You can share the wonderful work your charity does, and you can also talk about what would happen if your support was no longer available.

Media will want to hear about your case studies and success stories:

- Case studies

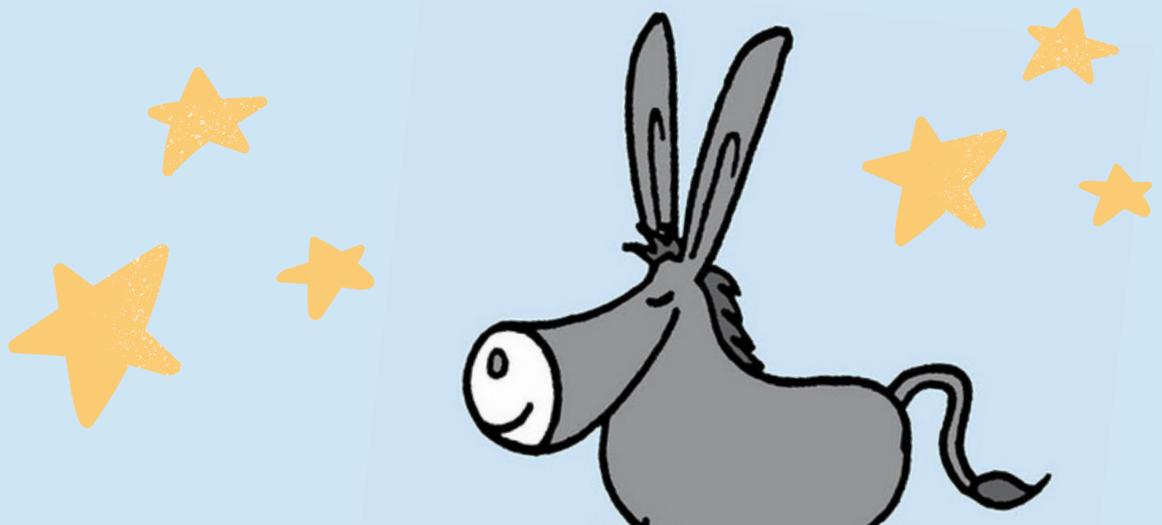
Case studies are stories about a single person, group, event, or community. They typically explore complex issues in real-world contexts.

Media outlets frequently utilise case studies because they provide compelling narratives that engage audiences on a personal and emotional level.

This storytelling approach helps to humanise data and statistics, improve our understanding of situations we have not experienced, and make complex subjects more accessible and interesting to the public.

- Success stories

A great success story can motivate, educate and inspire, leaving a lasting impression on your audience. Remember, the success achieved should have a significant positive impact, whether on the individual, the charity's community or the wider island community.



#WITHOUTUS?

- What happens #WithoutUs

Your organisation needs to be clear on what support the charity needs to sustain its activities and what might happen if the charity cannot continue its work.

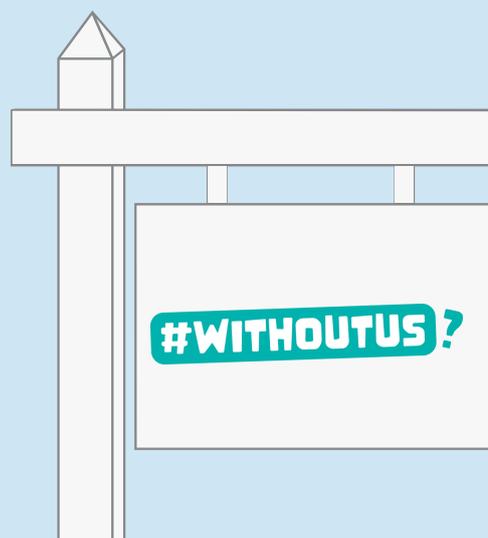
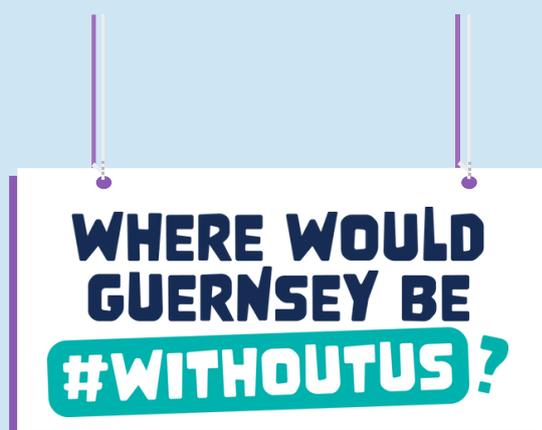
#WithoutUs is an opportunity to explain the range of people who might be affected, how losing the charity's support will impact their life, and what the wider, long-term impact might be on associated services or our community as a whole.

Remember, in media interviews or articles, you might be able to include the campaign messages alongside your charity's own messaging, which are below. Don't forget to include the hashtag - #WithoutUs - in your pitch to the media. SEE MEDIA TIPS AND TRICKS FOR LOTS OF FREE ADVICE

Premises or shop

If you have a shop or any other premises, there are lots of ways you could use this campaign.

- Ask the question - Where Would Guernsey Be #WithoutUs? on signage, a chalkboard or in the windows.
- Use our posters in the windows or elsewhere on the premises.
- If you have screens, you could use the hashtag as a screensaver.
- Create a display that shows the work you do for islanders; if you can, use stats and data to show your impact.
- Utilise wall spaces to share powerful stories and testimonials from those who have been directly helped by the charity. Hearing or reading firsthand accounts of the charity's impact can make the potential consequences of your absence more relatable and tangible.
- Show the statistics of what would happen if the charity's work were to stop, emphasising the gap that would emerge.





Events

Events for your service users and volunteers, community events like Liberation Day, the summer shows and Seafront Sundays and fundraising events like afternoon teas or flag days, are all opportunities to use the campaign.

Pledge wall - Encourage visitors to write on a pledge wall how they can help the charity. This not only fosters a sense of community and shared responsibility but also provides the charity with valuable insights into how people are willing to support their cause.

You can also:

- Use our posters
- Ask islanders the question - Where Would Guernsey Be #WithoutUs? Use a chalkboard or large sheet of paper.

Remember to take some pictures for social media!

Donor requests

Don't forget to use the hashtag and campaign key messages when you write to donors or corporate supporters.

If you are presenting to businesses, you could use the artwork and hashtag in your presentation. We hope the campaign will be recognised by potential donors and it will help you get your messages across.

Other materials

If you are reprinting any materials like leaflets, you might want to include the campaign creative, the hashtag and wording from our campaign.

Note: the campaign creative must be used as supplied and should not be amended in any way.

Brand guidelines

Main logo lockup

The logo must only be used in the formats and orientations supplied. It must not be stretched or edited in any way. The logo must be used on a background to ensure full legibility is maintained.

**WHERE WOULD
GUERNSEY BE
#WITHOUTUS?**

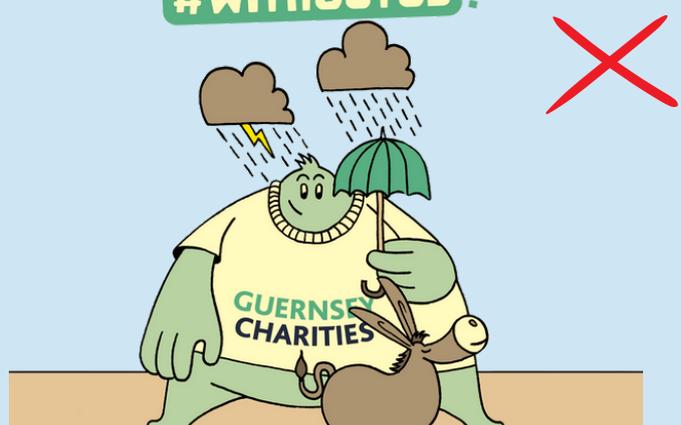
WithoutUs images and other design assets

These have been professionally designed and must not be stretched, cropped, or altered in any way. Images must be used as supplied, and be placed on a background that does not detract or impact the image. Do not add a filter or edit the colours.

**WHERE WOULD GUERNSEY BE
#WITHOUTUS?**



**WHERE WOULD GUERNSEY BE
#WITHOUTUS?**



Logo and campaign images

These must not be covered or partially covered by other images, text, or other design assets. These must only be used on materials that align with the campaign objectives.

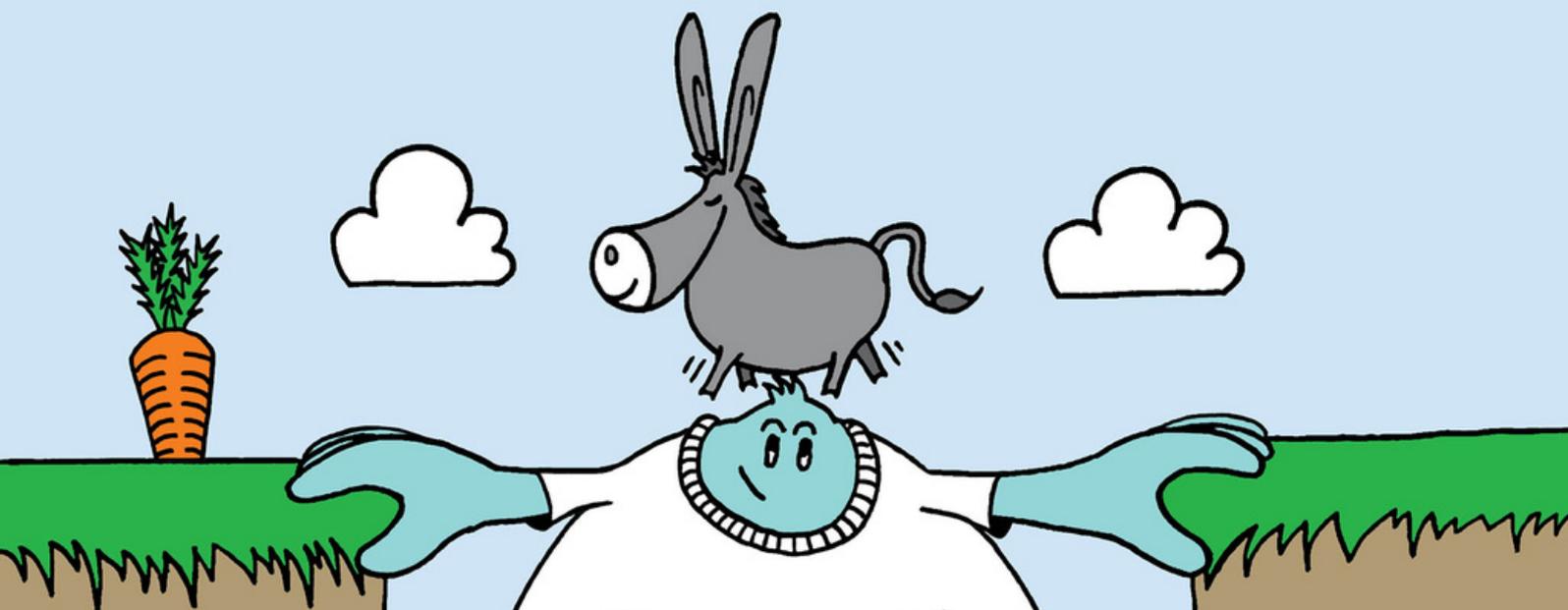
Campaign key messages

Key messages are simple sentences that describe the situation. They are repeated across all your communication.

- Ensure consistency of message
- Repeat the messages you want your audience to remember
- These messages must 'stand up' and avoid superlatives, jargon and empty claims
- They are used in social media, presentations, advertising, website or brochure copy and press releases

When you post on social media, write to service users, donors or volunteers, pen articles or talk to media, there are some key messages we would like you to use:

- Charity fills a big gap between what society needs and what the government provides.
- Charities need sustainable funding and volunteer support.
- The third sector is a fulfilling career choice.
- Volunteering helps us to find our purpose and live our personal values – you get out what you put in.
- Our community is our collective responsibility (and we all benefit).
- Charity makes the island the place we love to live.



Hero copy - the main message

**WHERE WOULD
GUERNSEY BE
#WITHOUTUS?**

Charities are part of the fabric of our lives - they are the bedrock of our island community. From life-changing opportunities for our young people to life-saving services for the sick, charities improve our lives every day.

Charities underpin our sports, arts, and culture, preserve our heritage and environment, and give a voice to those who would otherwise be unheard. They enhance the lives of every person in the Bailiwick and provide vital support to those most in need.

Without charities, many islanders will struggle with illness, poverty, malnutrition, isolation, poor mental health, homelessness or domestic violence.

Charities fill the widening gap between what the government can provide and what people need.

Please continue supporting charities to help them survive.

[Visit WithoutUs.gg](https://WithoutUs.gg)
for more

Poster copy

Where would Guernsey be #Without us?

Charities are part of the fabric of our lives. From life-changing opportunities for our young people to life-saving services for the sick, charities improve our lives every day.

Charities give a voice to those who would otherwise be unheard and provide vital support to those most in need.

Without charities, many islanders will struggle with illness, poverty, malnutrition, isolation, poor mental health, homelessness or domestic violence.

Please continue supporting charities to help them survive.

Note: this copy must be used as supplied and should not be amended in any way.

Help us to help you! Share your stories with the Association of Guernsey Charities.

First and foremost, make the most of our established channels, www.volunteer.gg and www.giving.gg as well as your entry on www.charity.org.gg where we list all members etc.



Update your listings

As a direct outcome of the campaign, we are not only aiming to raise awareness and understanding of the vital work charities do in our community but to also inspire more people to donate and volunteer.

We will do so by pointing towards giving.gg and volunteer.gg whilst also highlighting wider opportunities for charitable giving.

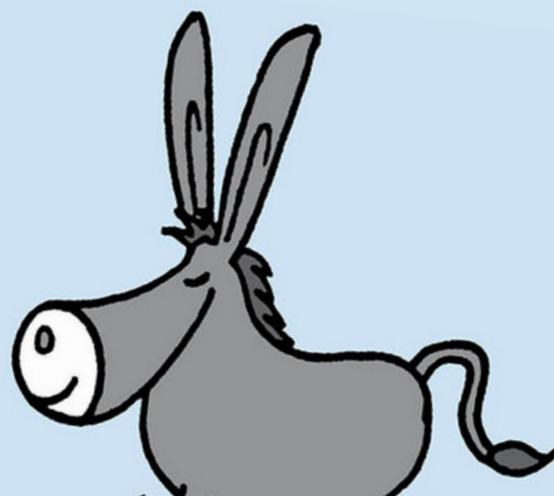
- Update your volunteer vacancies on volunteer.gg
- Ensure your fundraising activities are listed on giving.gg

If you get stuck logging in to your member's page, please contact Karen on admin@charity.org.gg

Campaign website!

The AGC has launched a website that will be home to the campaign withoutus.gg.

We need your stories to bring the website alive and help showcase the amazing work charities do.



Please help us achieve this by submitting your story as we would like to include in the Stories section on withoutus.gg.

We will also promote these impact stories on our social media channels and other campaign related publications.

What we need from you:

Your **impact** story with image and case study or as a video.

Image

This could be a photo of the team, members or volunteers and could have your charity's logo in the background. Selfie style is also good, images don't have to be super polished, and remember, people in action or close-ups work best.

Story

A headline statement using the hashtag, for example:

“#WithoutUs people with learning disability would struggle to find meaningful employment”

“#WithoutUs the environment would degrade”

“#WithoutUs our older members would lose a meaningful social activity which would have a negative effect on their mental well-being”

Followed by content on how the work of the charity impacts the community or the people you are serving.

- What do you offer?
- What difference does this make to whom?
- What would happen if your offer ceased?
- What support do you need to keep going? (Volunteers / funding)

Remember this is aimed at members of the public, so keeping it easy to understand and short is good. If you are offering multiple services, perhaps acknowledge that but only focus on your main offers and do multiple posts.



Video

A short video which explains what would happen #WithoutUs. Remember to shoot landscape and make your message short and powerful.

Please submit your story to withoutus@charity.org.gg and get in touch with us here if you have any questions.



Don't forget to make full use of the #WithoutUS hashtag in social media posts so that we can share and amplify.

WHERE WOULD GUERNSEY BE #WITHOUTUS?

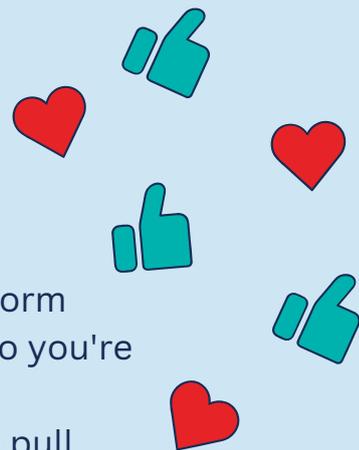


www.withoutus.gg

Media and social media mastery

Social media tips

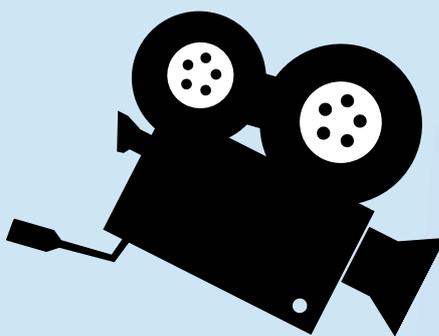
- Start your copy with a hook - a stat, a question etc.
- Use emojis to be eye catching
- Think about your target audience depending on what platform you're using - your copy will be different depending on who you're targeting
- If you're including links, use a link shortener or wait for the pull through and then remove the URL in the copy - it looks neater!
- Don't use jargon, be short and snappy and remember to use paragraphs - people have short attention spans so make sure you get your point across concisely



Remember the rule of thirds:

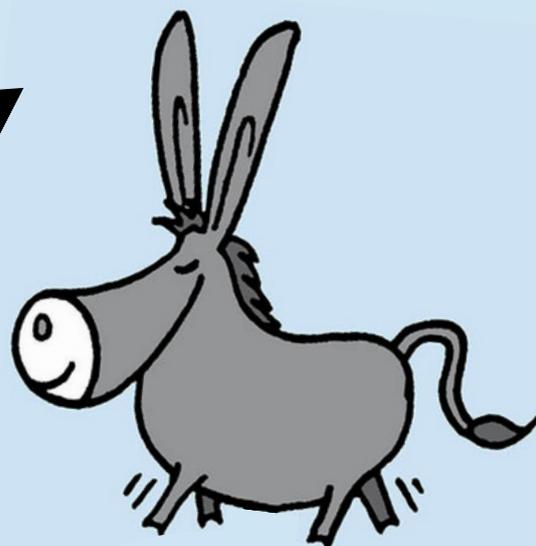
1. One third of your posts can share the positive outcomes of your work or interesting facts & subject knowledge
2. One third can engage with others by sharing and commenting on their posts.
3. One third of posts can promote your opportunities and services, along with a call to action.

Media tips and tricks



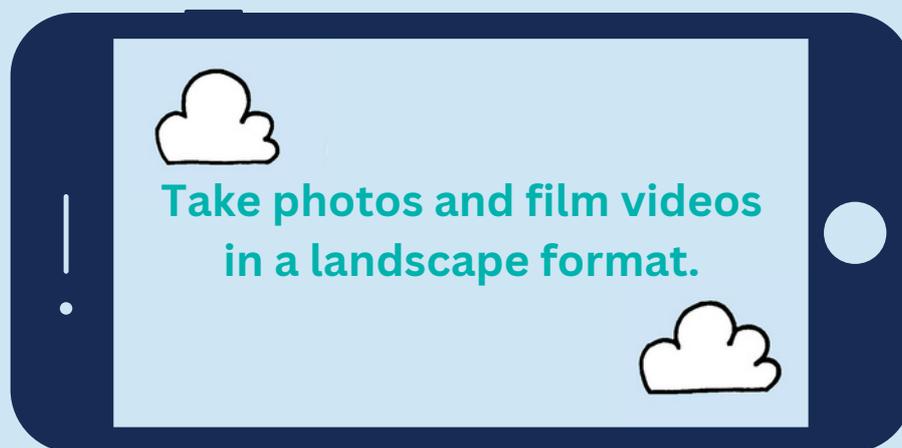
Approaching the media:

- Be clear on the story you are offering and why it is topical and newsworthy
- Offer case studies if you can, but get their written permission first
- Be available for an interview
- Be timely – allow at least a week or two ahead of an event.
- Remember to include your current content name, phone number and email



Writing a press release:

- Use a strong headline and include all the key information in the first paragraph
- Remember – who, what, where and how
- Data and statistics are great – but make sure they are accurate



Interview tips

Remember – preparation, messaging and control

Preparation

- Know what else is happening in the Bailiwick and the UK, and how that intersects with your story
- Know what the interview format is and what the journalist wants to get out of the interview
- Think about what the journalist might ask and how you might answer those questions
- Prepare to be filmed (even if it's a radio or print interview)
- Remember what makes a great spokesperson:



Messaging

- Think about the points that you most want to communicate. Remember, people have a short attention span – keep it simple!
- Jot them down to have in front of you (but never write a script for the interview)

*As well as your own key messages, the AGC has prepared some key points about the charitable sector in Guernsey.

Control

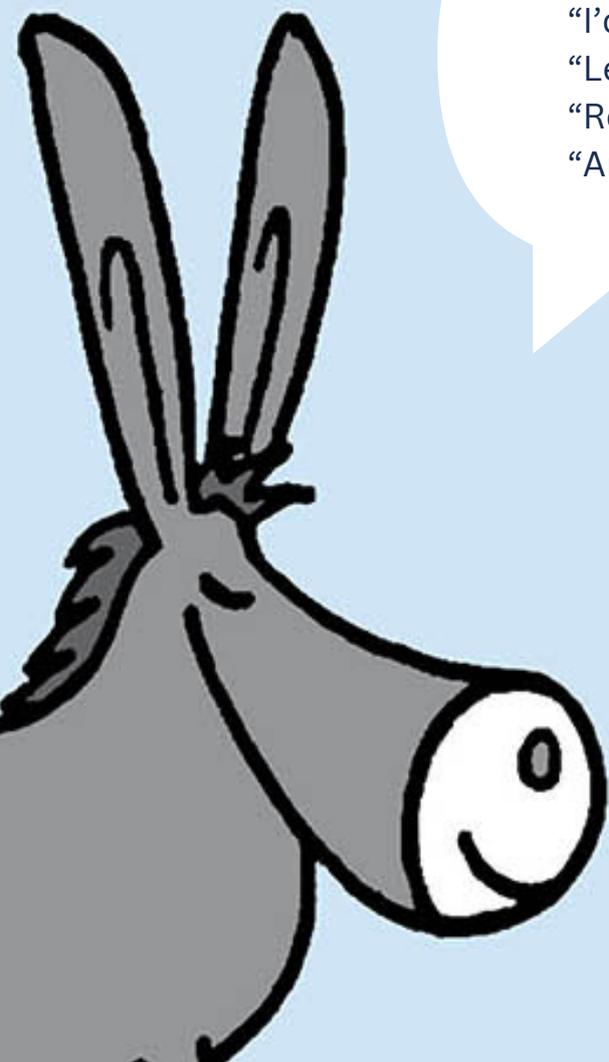
- Listen carefully to the questions
- Remember, every question is an opportunity! Use ‘bridging’ phrases to link back to your key messages

Bridging phrases include:

“I’d also add...”
 “It’s also worth saying...”
 “I’d like to add here...”
 “Let’s not forget...”
 “Remember also...”
 “Another point to note...”

Flag important points you want the audience to remember. Flagging phrases include:

“One of the more important points is...”
 “What I’m most concerned about is ...”
 “It’s critical to remember...”
 “Let’s stay focused on the facts...”
 “I’d like people to remember...”
 “What is really important...”



If you can't answer the question, 'address' it before moving on to a point you want to communicate. Phrases to address the question include:

"I am not an expert in that, but what I do know is this...."

"It's easy to get distracted, but our focus is..."

"That's how /not how I see it – going back to..."

"I can't speculate on that, but what I can confirm is..."

"That's something I will look into, but what we are concerned with now is..."

"That's an interesting point, but I think the bigger issue is..."

"That's very interesting, however, let's not forget..."

"I'm not sure about that. What I do know is..."

Remember! Journalists generally want to help charities.

Relax, breathe and enjoy the process!

Five easy ways you can support the campaign

1. Use one of our graphics and share what would happen #WithoutUs on your social media channels
2. Add the campaign images to your website or newsletter to tell your supporters why the services you provide are so important
3. Tell your staff and volunteers about the campaign and encourage them to think of case studies which really demonstrate why your services are so vital
4. Share social media posts from the Association of Guernsey Charities channels and add your own #WithoutUs message
5. Share the WithoutUs.gg website with your staff, volunteers and supporters

