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CAMPAIGN PACK

Edition 1 - August 2020

WELCOME & THANK YOU

In the face of coronavirus, charities are [#NeverMoreNeeded](#) - for the essential support they provide in crisis and beyond, and how they shape our society for the better.

This campaign pack will help you raise awareness of the essential support charities provide and how they shape our society for the better.

It covers:

1. Why this matters
2. Why we are campaigning
3. Who is involved
4. Adding your voice
5. Information and resources
6. Letter for an MP
7. How to contact us

We hope this pack will help you become an active [#NeverMoreNeeded](#) campaigner.

Thank you for your support!



WHY THIS MATTERS



The Government cannot afford to overlook or undervalue the not for profit sector at the moment.

As we navigate the worst impacts of the coronavirus outbreak, people across the country are relying on charities, for the essential support they provide and how they shape our society for the better. And we'll all continue to rely on charities' expertise and experience in the recovery effort that lies ahead.

A unique role

Charities and other not-for-profit organisations make our communities stronger. In the toughest times, we provide support no-one else can. Our unique role and services are invaluable right now and will be essential when our country begins to heal and re-build as we recover from the initial coronavirus outbreak.

Meeting everyone's needs and rights

Our response to the crisis must match our values as a country and our hopes for a more equal and compassionate society. What we do and how we allocate resources will only be effective if we include the people, problems and places that are often overlooked. The work we do – and our relationships with communities – shows the need to strive to meet everyone's needs and rights, right now and during the recovery.

Looking to the future

As we move beyond the acute stage of the coronavirus crisis, we lift up our shared values and use them as a guide for what comes next. Now is the time to choose to build a better future. Every policy and funding decision should lead us to the future we want: a fair and just society where every one of us can thrive. As we rebuild, let's redesign our economy and social systems so that they work for all of us.

WHY WE ARE CAMPAIGNING



Charity and voluntary organisations have responded to the urgent needs of people across the country – quickly, effectively and without question.

Putting all their efforts into helping their communities, they have put their own survival on the line. With little chance to fundraise, a loss of income from trading and providing services, and – most of all – much greater demand, many charities are now in real danger of having to close completely.

But the immediate response to coronavirus is only the start. People across the country know that charities are **#NeverMoreNeeded** than now, and for the foreseeable future.

In March 2020 when the country was closed down, charities responded, at a time when they were **#NeverMoreNeeded** by:

- Organising and distributing food
- Collecting prescriptions
- Providing transport to medical appointments
- Combating loneliness
- Providing support to people affected by mental health, learning disabilities, physical disabilities, illness or life-long conditions
- Working to find safe places to stay for people sleeping rough
- Finding safe places for people (and their children) desperate to escape domestic abuse

The list is endless.

At the same time, charities are facing their own crises. Fundraising events have been cancelled or postponed. Charity shops are vulnerable to local lockdowns. Charities that generate their own income through hiring out rooms, running community cafes or delivering training are affected by Covid-19 restrictions. Contracts to deliver care and support services to people who are more vulnerable had to stop. In many cases during the initial crisis, some or all members of staff had to be placed on furlough, and volunteers could not always fill the gaps. Charities faced a **loss in income of £4.3 billion in the first 12 weeks** – yet at the same time, more and more people needed their support and care. This has not changed.

WHO IS INVOLVED

#NEVER
MORE
NEEDED



Supporting charity and non-profit chairs



ADDING YOUR VOICE



Here are a few ways you can get involved:

- Use **#NeverMoreNeeded** on social media to raise awareness of the campaign.
- Add the **#NeverMoreNeeded** logo to your organisation's social media profile pages – download images from our website.
- Include a **#NeverMoreNeeded** logo, and information on the campaign, on your organisation's website – download images from our website.
- Ask your board of trustees to write to your local MP(s) about the campaign – view template letters and campaign briefing on our website. You could also adapt this letter to send to your MSP, MS, or MLA if you live in a national with a devolved Parliament or Assembly.
- Create a simple explainer of why your organisation is **#NeverMoreNeeded** to share on your website, social media and with us – send it to info@nmn.org.uk.
- Ask the people who use your organisation to share their story – why are they involved with you, and what's the difference you are making to them?
- If your charity has a centre, office, shops or other premises, ask them to add their voices to our campaign!
- Send a news story to your local press and radio – you can find a template news release on our website.
- Tell your family and friends about the campaign – using the information sheet on our website.
- Read our campaign briefing on our website.
- Find press releases and media coverage on our website.
- Find research summaries and data on our website.

Sample text for charities to use

Note: this text is just a suggestion! Please feel free to edit and adapt to fit your own charity's circumstances. It can be used on your website, newsletters and e-bulletins.

"The immediate response to coronavirus is only the start. People across the country know that charities like ours are #NeverMoreNeeded now, and for the foreseeable future."

"We're backing the #NeverMoreNeeded campaign because, like many other charities, we know the work we do helps change people's lives, and our community, for the better."

INFORMATION & RESOURCES



There is a growing repository of information, resources and downloads available from the website on topics including:

- General
- Coronavirus
- Policy
- Reports
- Research
- Letters
- Survey
- Press releases
- Information & downloads

Information is listed in date order and new resources are added regularly.

To access this repository go to: <https://nmn.org.uk/category/general/>

LETTER FOR YOUR MP

The #NeverMoreNeeded website also includes template letters for trustee boards and members of the public to send to their MP to highlight the need for the campaign.

The templates encourages the writer to:

- Mention some of the great things charities do in their local area
- Explain how they or their family or friends have been helped by a charity
- Talk about the benefits they think charities and voluntary organisations bring to the community

To download these and other resources go to: <https://nmn.org.uk/information-downloads/>

TEMPLATE LETTER FOR TRUSTEE BOARDS



Dear [Insert name of MP here] MP

We are the trustees of [insert name of charity here], a charity which is based in/works in your [insert name of constituency here] constituency.

Insert a paragraph here explaining the people you support, the work you do and the positive impact your efforts bring to the area/people.

If you can, insert some statistics to support your statements, such as

- In the last year, we have worked with over 200 young people aged 14-21 who were at risk of being drawn into knife crime, supporting them to develop positive self-esteem, be aware of risks and take part in diversionary activities.
- Over the last three months, we have changed the focus of our work. With the help of our volunteers we have delivered over 1200 food parcels to people shielding from the coronavirus and provided befriending phone calls to 70 people shielding and living alone, who were extremely isolated.
- Before the coronavirus outbreak, we provided 4 group sessions a week for people living with dementia, to provide friendship and a safe place to be. Our sessions were attended by around 60 people a week, all of whom lived in their own homes, from the ages of 49 to 84. By providing this support we also enabled around 60 carers to have a short period of respite each week, in the knowledge that their loved ones were being looked after.

We know that you will be aware of the huge amount of work done by charities and voluntary organisations in our society. Even before the coronavirus outbreak, the charity sector across England provided xxxx hours of volunteering to numerous communities. According to Andy Haldane, Chief economist with the Bank of England, charities alone contributed an estimated £34bn to the economy. Here in the [insert name of constituency] constituency, our charity is just one of many organisations contributing to the social fabric of our area, and enabling people to give their time, skills and money for local benefit.

As we start to move from the crisis to the recovery, we are keen to play our part. We know that charities are #NeverMoreNeeded than now, as a full recovery from the impact of the coronavirus outbreak will take a huge amount of effort from the public, private and voluntary sectors.

Will you add your name to the #NeverMoreNeeded campaign to show your support for the charity and voluntary organisations, like ours, that add so much to our communities?

Insert one of the following paragraphs, and adapt as necessary:

We would like you to come and visit our charity to see for yourself the work we do, and meet some of the people we work with.

We would be grateful if you could meet [a small group of] our trustees to learn more about the work we do, the impact we have had and the challenges we are facing. We'd also like to tell you more about our plans for the future.

Yours sincerely

[Name of Chair]
Chair of Trustees

Other signatories

Alter the words
in red to match
your situation

You can download
this letter at:

[https://nmn.org.uk/
information-downloads/](https://nmn.org.uk/information-downloads/)

TEMPLATE LETTER FOR MEMBERS OF THE PUBLIC



Dear [Insert name of MP here] MP

I live at [include your full address] in your [name of constituency] constituency. I am writing to ask you, as my Member of Parliament, to support the #NeverMoreNeeded campaign. Your support shows you recognise the importance of the work that voluntary and charity organisations do, in response to coronavirus and more generally.

Write a short piece here about any or all of:

- Some of the great things charities do in your local area
- How you or your family or friends have been helped by a charity or voluntary organisation
- Why you volunteer or support a charity
- The benefits you think charities and voluntary organisations bring to the community

I am sure you are aware of the huge amount of work done by charities and voluntary organisations locally and across the country.

I believe that charities are #NeverMoreNeeded than now, as a full recovery from the impact of the coronavirus outbreak will take a huge amount of effort from everyone. Although some charities have been able to apply for financial support from the Government, there is a real risk that many charities will be unable to survive the impact of the outbreak due to increases in demand for what they do, at the same time as loss of fundraising and trading income. This will mean more people in need are unable to find help and support.

Will you add your name to the #NeverMoreNeeded campaign to show your support for the charity and voluntary organisations, like ours, that add so much to our communities? You can find out more about the campaign at www.nmn.org.uk

I look forward to hearing from you

Yours sincerely

Your name here

Alter the words
in **red** to match
your situation

You can download
this letter at:

[https://nmn.org.uk/
information-downloads/](https://nmn.org.uk/information-downloads/)



www.nmn.org.uk

CONTACT US

If you have a media enquiry, please contact media@nmn.org.uk

If you would like to contact us about a parliamentary issue, please contact info@nmn.org.uk

If you would like to share your story or have any other enquiry, please contact hub@nmn.org.uk