



REaD Group



## Civil Society Spring Summit 2021

We are delighted to have been a part of this year's Civil Society Spring Summit, exploring the roles of charity leaders in guiding organisations through the pandemic and re-building for the future of fundraising. The event provided guidance into the key issues impacting charities over the past year and offered insight and new perspectives through downloadable resources, interactive discussions, networking, case-studies, discussion boards and the opportunity to speak one-to-one with sector experts and brands alike.

The over-arching themes of day one looked at creating a culture of kindness through brand communication, data transparency and risk management at the highest level. The discussion that followed explored governance and leadership in the charity sector. Whether trustees should consider brand mergers to grow as an organisation in the future?

The Summit explored the latest technologies, power-apps and other influences driving digital marketing in fundraising. Participants from Barnardo's, RSA, Children England, The Sheila McKechnie Foundation, and the Charity Finance Magazine dove into charities and the maintainance of company independence in an age of culture wars. Addressing the need for Government partnerships to tackling rising unemployment, widening inequality, climate change and access to healthcare.

All We Can discussed a recent campaign that saw their major donor income rise by 88% after a shift in internal approaches to supporter relationships, and the adaption of a communication strategy that embraced tech and digital marketing.

Participants approached the issue of risk management as they reflect on the past year, and Penny Lawrence unearths her experiences with Refugee Action, looking at opportunities, lessons, and leadership approaches to lead the organisation out of the pandemic.

The Summit took a turn to discuss investment shifts, funding for the future and the importance of grassroots organisations to support local and create balance in the charity sector. The Black Funding Network addressed a move to more traditional funding models and Ursula Dolton reflected on the opportunities presented by the pandemic and the rise of sustainable funding.

The Centre for Charity Effectiveness (CCE), and the NHS Charities Together, shared experiences from the past year and highlighted the rapid growth in the fundraising industry. Highlighting the need for strategic agility, teamwork and partnership at the top of an organisation, adaptive governance and leadership through crisis and into transition and reinvigoration.

Climate change took a front seat for a discussion with Extinction Rebellion and a panel of leading activists addressing the role charities have in defining how supporters and consumers see and understand the climate crisis moving forward.

The Fundraising Regulator discussed the uncertainty charities have faced over the last year and the need for the continued practice of honesty, openness, respect, and legality when addressing any aspect of the marketing and communication journey.

One presentation addressed resilience and coping strategies in the face of difficulties. Former professional title holding boxer turned award winning campaigner, Dr Mark Prince is a model example of utilising circumstances for change. All too familiar with overcoming adversity, the once drug abusing youth escaped a life of violence to become a world-renowned fighter. He later reinvented himself again after the death of his son to knife crime, establishing a foundation in his son's memory. In this personal account of a truly remarkable life journey, Mark imparted wisdom on how to cultivate strength and resilience in-order to reveal your true potential no matter what life may throw at you.



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Elizabeth Jones shared practical guidance on fulfilling legal duties as a trustee, managing compliance and staying on top of your governance practices. She reflected on the collapse of Kids Company after a bruising three-and-a-half-year legal battle and the clearing of mismanagement claims for Camila Batmanghelidjh and seven former trustees.

The pandemic has shown the large inequalities that persist at all levels of society across gender and race. A panel discussed the importance of the 'S' in ESG (Environmental, Social and Governance). The debate sharply moved on to how investors can help tackle social inequality and injustice via their financial choices.

And finally, the long-awaited question was addressed – Why wouldn't you use Direct Mail? In a post GDPR and pandemic changed world, charities have to leverage every channel and strategy available to maximise supporter acquisition and maximise lifetime value. Direct mail is more trusted, retained, shared and increasingly a trigger for digital activation. It is also enjoying unprecedented engagement with people spending more time at home. REaD Groups', Customer Engagement Director, Scott Logie, discussed why using reputable third-party data and insight for multichannel supporter acquisition is proven to be successful.

After an inspiring and insightful two days, the outstanding key take away from each discussion, presentation and networking session was an outstanding attitude of positivity as the charity sector moves out of the pandemic. Keynote speaker and Chief Executive of three youth cancer charities again share the successful outcomes of joining forces and reacting to new technologies, being open to new or multi-channel strategies and ensuring trust and transparency stays at the forefront of any strategic move or organisation decision.



  
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***Working with Charities -***  
*to optimise acquisition and retention of  
your best supporters*



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We thank the following organisations for participating in this great event and we look forward to many more engaging and eye-opening opportunities in the future:

***Alzheimer's Society, Sheila McKechnie Foundation, Children England, Barnardo's, All We Can, Brewin Dolphin, Refugee Action, Fundraising Regulator, Royal Voluntary Service, Reason Digital, The Kiyan Prince Foundation, Teenage Cancer Trust, Ellen MacArthur Cancer Trust, CLIC Sargent, Eden Tree, Farrer & Co, REaD Group, Charles Stanley, Black Funding Network, British Heart Foundation, Cloud Doing Good, Cambridge Associates, Centre for Charity Effectiveness, NHS Charities Together, Xledger, Extinction Rebellion, ActionAid International, RSPB, Ruffer***