UK Aid Match ApplicationC1 UK Aid Match Communications Plan Form

**Please complete all sections in this form. If you require more space than given, please expand the text boxes.**

**Ensure you have read the Communications Guidelines before filling in the application form.**

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| **1. EXECUTIVE SUMMARY** | | | | | | | | | |
| Organisation name | |  | | Title of Appeal | | |  | | |
| Key contact(s) | |  | | | | | | | |
| Appeal start and end date | |  | | | | | | | |
| Overview  (This should be the same as the brief outline given on the online application form) | | A brief outline of your project. Include which global goals you are addressing. | | | | | | | |
| Fundraising target | |  | | Proportion of public donations committed to the project delivery (minimum requirement is 10%) | | | |  | |
| Pro bono opportunities to view | |  | | OTV from other sources | | | |  | |
| **2. COMMUNICATIONS PARTNERS** | | | | | | | | | |
| **Pro bono partners** | **Activity committed to and OTV** | | | | **Committed to reporting success** | **Commitment to use UKAM messaging** | | | **Letter of commitment included** |
| Name of pro bono communications partner. Please add rows as needed. | List the communications activity they have committed to. | | List the OTV for each activity listed in the column to the left. | | List details of how the communications partners will report success of the appeal. | Have they committed to using UKAM messaging and logos? | | | Is a letter of commitment included? |
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| Other partners | If you have any other intended partners for the appeal, such as sponsors or corporate partners, please list them here. Include how they will be involved and details of any activity they will be supporting you with and the estimated OTV they can deliver. | | | | | | | | |
| **3. APPEAL STRATEGY** | | | | | | | | | |
| What are the objectives of your project? | | Outline the objective of the project you plan to deliver. Include the country you will deliver the project, the beneficiaries, your interventions and the impact of them. (Max 1 page). | | | | | | | |
| Describe the audiences for your appeal and why have you selected them  Describe the profiles, demographics and numbers of primary and secondary audience types you will reach with your appeal. Use the following questions as a guide:   1. Are there any key segmenting factors (e.g. age, gender, geography)? 2. What are the profiles, demographics and numbers of these specific groups? 3. Are these warm or cold audiences for your organisation? 4. Are these new audiences for your organization? 5. Are there any barriers to targeting these groups? How will they be overcome? | | Please use as many audience profiles as necessary. Optional template below.  Audience 1:  a)  b)  c)  d)  e)  Audience 2:  a)  b)  c)  d)  e)  Audience 3:  a)  b)  c)  d)  e) | | | | | | | |
| How will your comms partners enable you to reach these audiences?  Describe how you will use your pro bono communications partners to reach the audiences above. Use the following questions as a guide:   1. Which of your partners’ channels will be used to reach specific groups? 2. How frequent will communications be to these audiences? 3. Are there opportunities for repeat or deep engagement? | |  | | | | | | | |
| **4. APPEAL DELIVERY** | | | | | | | | | |
| Outline the delivery plan for your appeal.  Outline the activity you will undertake and channels you will use to meet the objectives of your appeal.  Use the questions below as a guide.   1. List the activities, events and outputs your appeal will have 2. How will you maintain momentum with your audiences throughout the appeal? 3. What resources do you need to deliver this and meet your appeal objectives? 4. Are there opportunities for your audience to engage their peers and become advocates for your appeal? 5. How will you deliver local and parliamentary engagement? 6. How will you use your own paid or earned (PR) channels and networks? | |  | | | | | | | |
| Please detail any digital fundraising mechanisms or activities which represent a new, creative or experimental approach for your organisation.   1. List all activities and events that fit this criteria and detail how they are new, creative or experimental to your organisation 2. How will this activity engage current or new audiences? 3. What resources do you need to deliver these activities? 4. How will you measure if this activity has been successful? | |  | | | | | | | |
| Explain the approach to your campaign’s key messages, content and imagery.  Please outline how you will communicate the problem and solution and what your call to action is.  Clearly state how public donations and/or matched donations will be spent (if your public donations are not 100% committed to the delivery of the project).  Describe how your appeal will drive people to positively engage with international development and donate. Consider the following questions and provide examples to show how you will embed the UKAM brand and messaging:   1. What messages, stories, content and imagery will you use? 2. What evidence do you have that your messages, content and imagery will be effective? 3. Do your messages, content and imagery further positive public engagement with UK aid? 4. Do your messages, content and imagery showcase sustainable development? 5. How will you ensure that the UK Aid Match messaging forms part of your call to action and is integrated into the campaign objectives? 6. Will you keep your audiences engaged with fresh angles – what are your hooks and how will you inject creativity? | |  | | | | | | | |
| Give examples of the key images of the campaign.  Please include examples of the images you will use in your appeal including social media posts, website banners etc. Include examples to show how you will embed the UKAM brand and messaging. Please think about how your images will meet narrative project guidelines.  These can be examples from past campaigns using similar imagery or mocked up examples. | |  | | | | | | | |
| List the programme of your planned communications activity. Include estimated opportunities to view figures | | Please provide your answer in Tab 1 of the C2 application form (Planned appeal activity). | | | | | | | |
| Outline how you will meet your fundraising target. Include specific examples where possible. | | Please provide your answer in Tab 2 of the C2 application form (Estimated OTV and fundraising target). | | | | | | | |
| **5. DATA COLLECTION** | | | | | | | | | |
| Outline the methods you have for collecting data on donors (including new donors), actual OTV, social media engagement and any other relevant metrics.  For example, you will collect the number of shares, likes and comments from social media, or you will collect data on click through data to measure engagement through direct email. Please demonstrate | |  | | | | | | | |
| **6. COMMUNICATING SUCCESS POST APPEAL** | | | | | | | | | |
| How will you communicate success on what match funding has enabled your organisation to achieve?  Give an outline of the channels and comms partners you’ll use. (Max 100 words) | |  | | | | | | | |
| **7. EXPERIENCE** | | | | | | | | | |
| Outline details of previous UKAM appeals, including the dates, appeal titles and amount raised.  If you have not previously delivered a UKAM appeal, please outline details of any similar campaigns. | |  | | | | | | | |
| Outline the structure of the team that you expect to deliver the appeal, and the relevant experience of this team. This should be the team that will do the day-to-day delivery, not just the management team. | |  | | | | | | | |
| **8. MANAGING RISK** | | | | | | | | | |
| Outline top 3 reputational risks that you have identified and how you will mitigate against them. | |  | | | | | | | |
| **9. OTHER CONCURRENT ACTIVITY** | | | | | | | | | |
| Outline any other concurrent activity (appeals, campaigns or petitions that will run alongside this UKAM appeal). | |  | | | | | | | |
| **10. RESPONDING TO FEEDBACK FROM YOUR CONCEPT NOTE** | | | | | | | | | |
| Outline the feedback you received from concept notes, and how you have addressed it. Please use bullet points as necessary. | |  | | | | | | | |