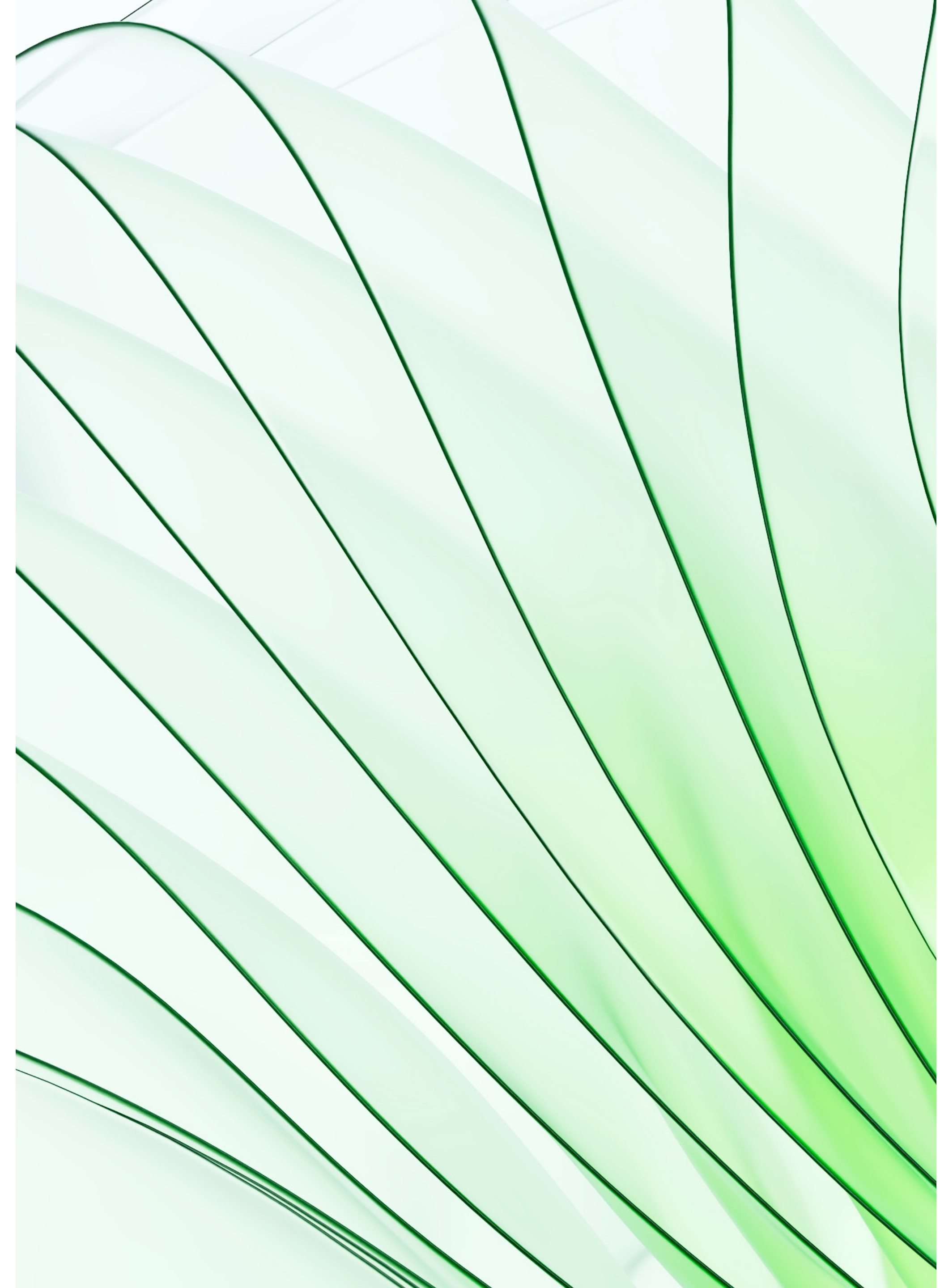


Paying it forward  
with your PR

vuelio



- 3 Chapter 1: Why purpose-driven communications is the way forward
- 5 Chapter 2: Getting started: What change do you want to make in the world?
- 7 Chapter 3: How to collaborate with charities and not-for-profit organisations
- 10 Chapter 4: Stories of success: Sefton Council's communications officer Ollie Cowan on getting the word out about voter ID
- 11 Chapter 5: Becoming pro at pro-bono, with Full Fat's account director Clara Pérez Miñones and partner Paul Joseph
- 13 Chapter 6: The benefits of becoming a B Corp brand, with Little Red PR's CEO Victoria Ruffy
- 17 Chapter 7: 10 tips for making an impact with cause-led comms





*'There are lots of benefits for the PR team working on a charitable or cause-led project, and it's rewarding to be able to help an organisation doing good work.'*



**Jane Whitham, director of [Altitude PR](#).**

## Why purpose-driven communications is the way forward

'As a PR, I like to think the work we do on a daily basis does make a difference – whether it's giving a voice to a visionary small business owner, raising awareness of a game-changing product, or being able to raise awareness and support a charity,' says [Spider PR's](#) associate director Chloe Walden.

PR can and does make a difference. Just look at how the industry has proved itself as a powerful force for awareness raising since the world drastically changed in March 2020:

'The resilience and power of communications professionals should never be doubted,' said the [Chartered Institute of Public Relations \(CIPR\)](#)'s chief executive Alastair McCapra on the release of the [Communicating in a Crisis report in 2022](#).

'PR professionals have shown what can be achieved in the midst of an overwhelming crisis.'

The [PRCA Global Ethics Council's 2022 Annual Perspective](#) urged the industry to continue to embrace this responsibility and run with it for the betterment of society at large:

'Brands will be measured on whether they're on the right side of social change or not. Authentic, purpose-led communications is the way forward,' said [PRCA Global Ethics Council](#) co-chair Nitin Mantri.

'The times are calling for bold, brave action, and the pressure on brands to deliver is at an all-time high.'

Successful PR campaigns aren't just for business anymore (if they ever really were). No pressure, though – this is already a part of your skill set.

'Engaging in meaningful social impact initiatives provides a sense of purpose for PR professionals, contributing to higher job satisfaction and motivation,' says Jane. 'Especially should your campaign be successful and go above and beyond initial expectations.'

'Social impact initiatives often involve diverse projects, providing PR professionals with opportunities for skill development and learning beyond traditional PR practices. In navigating social impact PR, teams develop adaptability and innovative thinking, fostering a culture of creativity and strategic problem-solving.'

Cause-led comms are needed more than ever – not just for wider society, but for your teams, too:

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‘Especially with the current, intense news cycle, socially impactful PR can make PR teams feel like they’re making a difference, and feel more connected to their campaigns,’ says Hayley Knight, director of PR & marketing agency [BE YELLOW](#).

This reduces stress, anxiety and depression. It also creates more morale among PR teams and boosts employee engagement.’

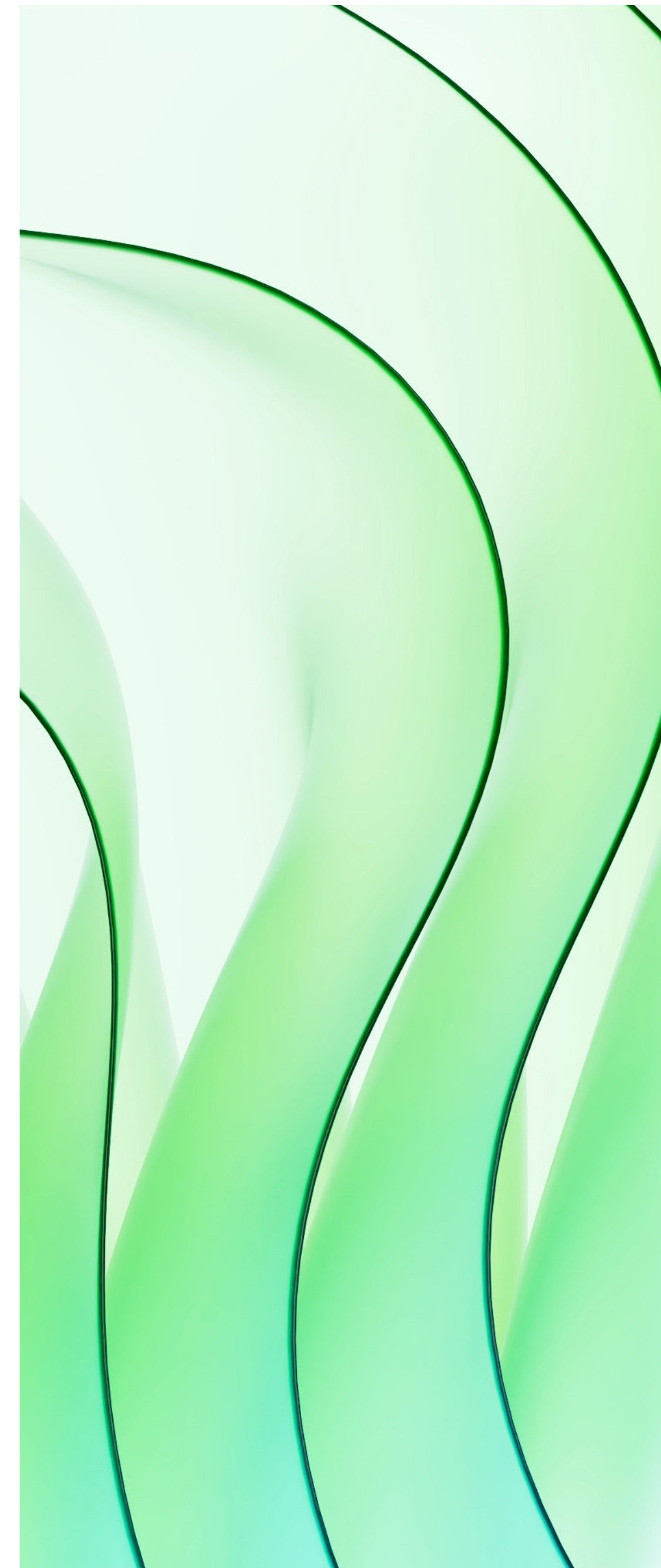
In this white paper, we make the case for paying it forward with your PR. Lending their expertise are industry professionals who have used their public relations prowess for good – undertaking pro-bono work alongside campaigns for clients; getting information out to the public when legislation changes; and ensuring their ethics are tip-top with B Corp certification.

### **Is cause-led comms and social impact PR for you?**

If you’re authentic with your aims, and have the capacity, it definitely can be. By the end of this white paper, we hope your answer is ‘yes’.

‘It’s incredibly rewarding to see an idea blossom and deliver for both the brand and the cause,’ says Pauline Kent, managing director of [Satellite PR](#).

‘What can be better than knowing you’ve raised money for a children’s hospice, paid for life-saving equipment for premature babies or supported the rehoming of abandoned dogs? It’s worth getting out of bed for.’



## Getting started – what change do you want to make in the world?

### How should PR teams get started with cause-led comms if they've never done it before?

'They shouldn't,' says James Gwinnett, client services director at [clearly](#).

'Unless, that is, they're truly committed to the idea of making a difference.'

### Make sure your reasons are right

'If you're starting up a cause-led campaign purely for PR, don't bother,' adds James. 'Rip up your plans and throw them in the bin (the recycling bin, of course). Consumers are savvy. They'll catch on to your business not being authentic. You'll just be another name on the list of companies being accused of greenwashing, socialwashing, rainbow washing or any manner of other deplorable acts that make you look like you're making a difference when that's all that matters; looking like you're doing good, rather than actually doing good.'

### Revisit your purpose

Perhaps social impact PR is a completely new route for your team or your business. That doesn't mean it's going to be a difficult fit. Every company has a purpose beyond making money.

'If cause-led comms is a serious change of direction, start by revisiting your company purpose because this is what should guide the decision-making in terms of how you do business,' advises Sarah Waddington, founder of [#FuturePProof](#) and co-founder of [Socially Mobile](#).

'Scope out what the change looks like, as with any business plan. However you choose to approach it, make sure all activity is aligned to your values for the greatest chance of success.'

### What do your colleagues feel passionate about?

Ask your team what they would like to work on – everybody has a cause that's important to them:

'Be open to your team's suggestions for supporting causes,' says Chloe Walden, Spider PR.

'Build in time and scope where possible to allow people to work on potentially pro-bono projects and support causes they are passionate about. It creates a much more positive and creative environment if people can rally around a common cause.'

### Strategise with substance

When you have your what, start to strategise on the why and how. But be careful to be authentic – consumers are canny and will be able to tell if your heart isn't in it...

'First and foremost, before developing any ideas or campaigns, like all good PR – you need to develop your strategy,' says Hayley Knight, BE YELLOW. 'Detail the WHY, the HOW and the WHO. Identify why you want to incorporate cause-led comms and social values, how you're going to implement them, and who you are targeting. It's important that you don't greenwash, and your campaign is designed to make a difference.'

'Consumers are conscious and critical and you'll do more harm than good if you create a campaign without substance.'



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***Sudocrem: Here to help with much more than nappy rash***

*'I think you start with an engaging insight. When we worked on Play More for Sudocrem we were looking for ways to stretch brand relevance from babies bottoms to toddlers and beyond. Children are playing on their computers much more than climbing trees or making mud pies – we discovered how important creative, outdoor play is for social development and overall health.*

*'This insight led to an opportunity to create a campaign for Sudocrem that demonstrated caring credentials, engaged parents and allowed us to position the brand as a multi-tasking skincare product suitable for outdoor scrapes as well as nappy rash.'*



***Pauline Kent, Satellite PR***

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*'The idea should be the hero of the piece. Once you have the idea, you can approach the charity, and be clear about what's in it for them.'*

**Pauline Kent, Satellite PR**

### How to collaborate with charities and not-for-profit organisations

**Ready to make a difference with your PR, but not sure where to start? Getting started with cause-led comms doesn't mean you have to work in the not-for-profit sector – why not work with them?**

#### Start small

You might want to change the world (and we're not going to tell you you can't), but when you're getting started, start smaller:

'Find something you are passionate about and a cause which aligns with your personal beliefs and values,' says Chloe Walden, Spider PR. Especially if the work is pro-bono and you're working on activity outside of your 'core' hours.

'While some of the big players will likely have PR and comms teams or agencies, the smaller charities or causes might just be one-man-bands or small teams. Reach out, offer your support and services in a way you can manage – many will jump at the chance of some additional support.'

#### Which causes fit with your idea?

Don't scramble for ideas that might work for a particular charity you've set your sights on – forcing things won't make for the best fit. Instead, decide which charities would genuinely align with what you're working on:

'Always develop the idea first and find the charity to fit,' says Pauline Kent, Satellite PR.

'For a pet food brand we worked with a few years ago, we ended up working with All Dogs Matter on a photo exhibition to bring to life the charm of all canine breeds, not just the fashionable ones.'

'The idea should be the hero of the piece. Once you have the idea, you can approach the charity, and be clear about what's in it for them.'

#### Find your first point of call

Before trawling social media and connecting with everyone with links to the organisations you would like to work with, find the right point of contact:

'Most charities will have partnership managers, so once you have identified the charities you want to work with, find the right contact, either through the website or LinkedIn,' advises BE YELLOW's Hayley Knight.



‘Set up a call to discuss your goals and mission, and how you can create a mutually beneficial partnership to achieve them. If possible, offer a donation to develop authentic relationships and literally put your money where your mouth is.

‘In order to start a relationship, maybe ask to do an IG live with them, or invite them onto your podcast if you have one, or interview them for your company blog or marketing emails. Introduce them to your audience through these means, and showcase what you are trying to achieve.’

#### **Be clear about what you can offer**

When you’ve got the interest of a charity, not-for-profit, or community group you want to work with, be completely honest about what you and your team can provide – offer specifics:

‘It’s crucial when helping organisations to embark on a charitable programme to analyse what the organisation expects – and deserves – to gain,’ says Jo Jacobius, director of [Axiom Communications](#).

Altitude PR’s Jane Whitham agrees:

‘If a client understands what PR can and can’t do, you’re going to have a better working relationship for it. Taking the extra time to educate your clients can make a lot of difference.

‘In our project with [Alexandra Rose Charity](#), we worked at board level to determine a national PR strategy to promote its Fruit & Veg on Prescription Project in London. It was broken down into tone, channels, key messages, audiences to reveal a clear, comprehensive blueprint that was signed off by the client and provided PR direction.

‘Our key audiences were decision and policy makers in public health that could support the campaign and provide funding streams for future work as well as the local, predominantly BAME community, which could get behind, support and benefit from the project.

‘We secured wide-reaching media coverage in almost 50 different publications locally and nationally (and in some places internationally) and the project was also referenced by other organisations including ‘Have I Got News For You’, and the charity’s chief executive was invited to speak on two renowned podcasts.’

*‘It’s crucial when helping organisations to embark on a charitable programme to analyse what the organisation expects – and deserves – to gain.’*



**Jo Jacobius, Axiom Communications.**



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### **#GetFairAboutFarming: Get influencers talking**

*'A month ago we launched a [campaign](#) calling on the UKs 'Big Six' supermarkets to #GetFairAboutFarming. It has been backed by the likes of 'Dragon's Den' investor and entrepreneur Deborah Meaden, conservationist Ray Mears, TV star Julia Bradbury and celebrity chefs Rick Stein & Melissa Hemsley, farmer and musician Marcus Mumford and many more. It has since resonated with the British public as almost 70,000 have now signed our petition to the Government to better protect our farmers – as no farmer, no food!*

*'We called on supermarkets to treat struggling farmers more fairly, yet the silence from the leading 'big six' supermarkets has been deafening, with no response to the campaign, despite it being raised in the House of Lords by Natalie Bennett, the former leader of the Green Party.*

*'Our founder, Guy Singh-Watson, is spearheading the campaign and has been a great spokesperson, here he is in the Telegraph talking about the campaign: [How a post-Brexit overhaul left the Tory rural heartland in tatters \(telegraph.co.uk\)](#).'*



**Victoria Holmes, PR manager for [Riverford Organic Farmers](#)**



## Stories of success: Sefton Council's communications officer Ollie Cowan on getting the word out about voter ID

'2023 marked the first year that the production of ID when voting in a local election was mandatory for all. This was a national piece of legislation which carried with it a great deal of controversy...'

Communications officer Ollie Cowan was on the team tasked with getting information on [voter ID](#) out to Sefton locals for the May 2023 local elections in the UK.

With the right to vote on the line, the public needed to be aware of and prepared for the changes. Here, Ollie explains how [Sefton Council](#) got information out to the community.

### The challenge

'As a local authority, our sole duty is to make it as simple and as easy as possible to allow people their right to vote. Therefore it was pivotal that we put together a wide reaching campaign to target anyone over the age of 18 to let them know that they would need Photo ID at the polls.

'As this was a controversial change to the way people vote, and could potentially cause alienation and isolation of people without ID, it was imperative that our communications were clear about where these changes came from, how we are involved and what people can do going forward if they do not have ID.'

### Potential blockers to success

'As a controversial decision, this change in law was seen as a heavily-politicised move and was one that required the backing of the council, even if many were not in agreement with it.

'Buy-in from both internal and external partners as well as the public was key in ensuring our message was suitably saturated and we kept the number of 'turned away' voters to an extreme minimum.'

### Wins and lessons to learn

'Key successes for us were to see a steady number of voters turn out in comparison to previous years with no restrictions, as well as changing the public misconception that this is a rule brought in by Sefton Council.

'We knew from the introduction of Photo ID requirements that this change would not be well received by some of our communities and we did see instances where our hard working staff, who are simply helping people have their democratic say, were subjected to abuse.'

### Measurement

'We looked at the number of voters who turned out in 2022 and compared that with polls in 2023. A steady number with little drop or slight improvement would be considered a success given that this shows people were not discouraged or restricted from voting.'

### Reaching everyone impacted and beyond

'[Vuelio](#) was exceptionally helpful in allowing us to reach a wider pool of community journalists and influencers who were able to share our message wider. We also utilised mailing lists with "community gatekeepers" who run independent social media forums on channels like Facebook.'

### Finding the right networks for sharing the message

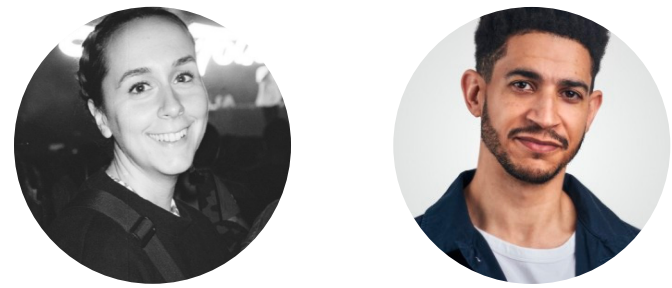
'The majority of our learning came from a change of approach during the COVID-19 pandemic where our dedicated digital marketing arm made direct contact with group admins on Facebook looking at geographically centred pages that had either been created or grown exponentially as a result of the increase in "good neighbour" behaviour during lockdown.'

### Every challenge is an opportunity for learning

'Although mistakes can happen, it's nice when a campaign runs smoothly. Lots of learning can come from the ever-changing approach to out-of-home advertising [billboards and posters] and the continued rise in online community journalism [bloggers and hyperlocal media outlets]. Consideration and care must be taken when working with those who are not "classically trained" journalists but still have a large and worthwhile audience.'



*'It's a comprehensive and rigorous process – but that's a good thing. It means brands can't simply green-wash to achieve this status.'*



**Clara Pérez Miñones + Paul Joseph,  
Full Fat**

## Becoming a pro at pro-bono, with Full Fat's account director Clara Pérez Miñones and partner Paul Joseph

**Working agency-side and want to help make a difference by teaming up with a not-for-profit group, or local charity?**

Take note from creative communications agency Full Fat, which recently opened its annual pro-bono scheme for Winter 2023 to applicants. Investing up to £2,500 of time per month throughout the scheme, applications are open to both non-profits and charities with a key focus on racial, sexual, gender, ability, and social equality.

This summer, the Full Fat team worked with [Not A Phase](#), [Compliments of the House](#), [I Like Networking](#), [The Vavengers](#), [DKMS](#), and [The Hunger Project](#).

'Our pro-bono scheme launched as part of our wider DEI strategy and commitments in 2020,' say Clara and Paul.

'We had previously made charitable donations but wanted to use our knowledge and skills to support causes making a positive impact to marginalised communities in a more meaningful way. It's also been a great way to get the whole team more involved in positive causes.'

### Big successes

'Overall, being able to help such a diverse range of charities and organisations has been a huge highlight. We've learned a great deal from the partners we've worked with and have been incredibly proud to have been able to help them via coverage, content and social media strategies we've delivered over the past three years.'

### And big challenges to overcome

'Deciding which organisations to work with is always a challenge. There are so many out there doing incredible work which supports some really positive causes that don't get the public attention they deserve. We try and select organisations that we feel we can add the most value to with our experience.'

### How should PRs get started with pro bono work for charities and local community groups?

'First, think about what it is that you want to achieve with pro bono, is there a certain sector that you want to support and what skills and expertise do you have that could really add value to those organisations.'

'Also consider the time implications and whether you have the capacity to be able to deliver pro bono campaigns alongside your paying clients. It's important to treat pro bono work as you would paid work otherwise it runs the risk of being sidelined.'

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When choosing what organisations to support, get to know them and understand how you can really help them out. Be strategic in your approach and make sure that your team resources can deliver meaningful work whether that's delivering a full strategy, creating a toolkit or advising on an upcoming campaign. Considered help goes a long way.'

#### **Full Fat's personal favourite pro bono campaigns**

'Our campaign for Not A Phase, DKMS and the recent one with The Hunger Project really stand out. Not A Phase is an incredible UK charity that is committed to uplifting and improving the lives of trans+ adults through community and joy, and we worked with them in 2021 to create a PR and social strategy to help raise awareness of Not A Phase and the challenges trans+ adults face. It is an amazing and inspiring charity to work with and we've since worked with the team again on another client campaign.'

#### **What's good for the community is also good for your team**

'Working on a pro-bono account gives the team the chance to connect with communities and topics they might not otherwise be exposed to. It offers great learning and personal development opportunities but also, this type of work can bring a lot of fulfilment into our everyday jobs by putting energy into causes that are making the world a better place and not putting profit first – what's not to like about that?'



## The benefits of becoming a B Corp brand, with Little Red PR CEO Victoria Ruffy

Currently there are only around 25 B Corp certified agencies in the UK able to boast verified high levels of performance, accountability, and transparency on measurables from employee benefits, charitable giving, supply chain practices, and sustainability.

### Want to join them?

CEO Victoria Ruffy's agency [Little Red PR](#) has achieved the status and can help – here she shares the benefits of becoming a B Corp business, the difference it makes to clients as well as company culture.

'You can't just swap your typical PR sample packaging for recycled brown paper and say you're B Corp, warns Victoria. 'There's so much more to it than that.'

### Explain a bit about what B-Corp status is and what it means to you?

B Corp, for business, is what Fair Trade is to coffee. It means we are part of a group of change-makers committed to doing better and supporting a range of environmental and social issues. It goes beyond the idea of being 'green' or 'eco' and is about being transparent in your business – doing things the right

way. Most importantly, this process has been independently verified by a dedicated team of analysts, so it's not just something we have claimed ourselves, rather, something we have genuinely earned off our own merit.

### What led you to start the journey to becoming a B Corp?

I noticed a lot of brands I respect and admire – [Coat Paints](#), [Aesop](#), [Patagonia](#) and [House of Hackney](#), to name a few – had B Corp status, so I started digging. As a service-based company, I thought it may not be an opportunity for us – we don't have a manufacturing process or shipping procedure where we can make an immediate, obvious impact. However, once I started researching B Corp I saw it was absolutely something we could get involved in.

### What does achieving the status involve?

It was a lengthy process – for us it took about two years – however I believe there was some post-Covid backlog. It's a comprehensive and rigorous process – but that's a good thing. It means brands can't simply greenwash to achieve this status – you must perform an internal audit and provide evidence for everything you do across different aspects of the B Corp certification, from the team and customers to the local community and environment. I worked very closely with our head of operations throughout the process, who took what I wanted to achieve and helped bring the vision to life!

### Do you think it will make a difference to clients and the people who work with you as an organisation in future?

It's been a hugely galvanising project for our team and something for us to all get behind. As a company, we host quarterly 'Engagement Multiplier' surveys – an anonymous survey that is distributed among our team to ask for feedback on the company. We've seen from this the support the team has for the project and it helped us achieve our highest ever score for the company, suggesting people are really engaged with B Corp and what we're trying to do. Our clients have been super supportive and very responsive, and it's even encouraged some to apply themselves, which is brilliant.

### Would you advise other agencies and brands to go B Corp?

100% – there are only about 25 agencies in the UK that have this status – equivalent to just 0.4% of the PR industry! However, you need to practise what you preach to ensure it doesn't dilute the work and efforts of others genuinely trying to make a difference – you can't just swap your typical PR sample packaging for recycled brown paper and say you're B Corp. There's so much more to it than that.

### **Why is ethical business practice so much more important than ever before?**

To be frank, PR often has a negative and unfair reputation. We need to change this perception and for Little Red Rooster I wanted to stay true to our agency values. I always had a vision of running a company with a strong team, awesome clients and impressive results but also that did things the right way. We do things a little differently to other agencies by offering guaranteed results as just one of our promises to clients; we pre-agree a KPI with clients and offer a money-back guarantee if we don't hit this (although, we've never had to refund a client – ever!) Many brands come to us having been burnt by PR in the past and it's my mission to change their experience.

### **Will the values of being a B Corp feed through to the internal structures and team?**

We've appointed an in-house B Corp Champion, who works with me monthly to review our current policies and practices and look at the next things we can do to improve. I don't want to stand still – I'm always looking ahead to the next thing we can do within our B Corp journey. We then share this with the team within our monthly team meeting to ensure everybody feels involved in what we're doing.

For our senior team, it's given us a laser focus in terms of brands we want to work with; historically our response to new business has been fairly reactive as we're fortunate to have great relationships with media and clients who often recommend us to brands needing support. It's given us the confidence to be a little bolder and punchier to go out there to meet the brands we want to work with who share the same values as us.

Whatever level of the team you're looking at, everybody is doing their bit to make a difference, from recycling the weekend and daily papers we read together as a team to our HR department reassessing our employee benefits to ensure we're a great place to work. It's brought us together.

### **Can you give an example/examples of cause-led comms/ social impact PR that you've worked on at Little Red PR and the successes measured?**

Some of the proudest campaigns we've worked on in this space are those that are small, independent brands who really led the charge against their larger competitors.

One of the first brands we worked with was an Austrian sunglasses brand called [neubau](#), which launched the world's first fully sustainable collection made of castor oil extract in fully recyclable packaging. Neubau really opened our eyes up to brands being brave to do things differently and pioneered

this movement many years ago, years before many of its larger competitors. It made us far more aware of fashion brands that aren't doing things responsibly and helped us really understand a point of difference between those that do make huge strides in this space and have the evidence and data to prove it, and those that simply claim to be sustainable.

Over the course of three years we generated 253 pieces of press coverage for the brand – almost 150 pieces above our pre-agreed KPI. Neubau enjoyed prominent placements among some of the UK's most prestigious national and fashion titles – including London Evening Standard, Mail on Sunday's YOU Magazine and Wallpaper\*. For a little-known eyewear brand that faces huge competition from major fashion brands with large advertising spends, this is no mean feat.



## 10 tips for making an impact with cause-led comms

### 1. Do the right thing from the start...

'Projects with big budgets from super brands like Gillette's [The Best A Man Can Be](#) are impressive, but I'd urge caution with focusing energies on cause-led campaigns unless your business practices reflect what you are saying.

'Today's consumer is more interested in brand's that set out to "do the right thing" from the outset – brands like [Who Gives a Crap](#) has completely transformed the humble loo roll showing that every choice we make in our lives big or small has an impact. [YesColours](#) is another – I love what the company stand for, the packaging, the efforts it takes to reduce the impact on the environment and the product itself.'

*Victoria Ruffy, CEO, Little Red PR*

### 2. ...And then keep going

'Make sure investment is authentic, significant and ongoing otherwise you'll just be purpose-washing.'

*Sarah Waddington, founder of #FutureProof and co-founder of Socially Mobile*

### 3. Connect with community 'gatekeepers'

'Make sure you look at where your news is being filtered to. With the decline in traditional media, there is a sharp increase in what we call "community gatekeepers" who are self styled reporters that have taken on the mantle of communicating.

'They are seen as more trustworthy by group members and social media users and will often be more of a welcoming voice than the misapprehension of a perceived "authoritarian" voice of a local authority or corporate entity.'

*Ollie Cowan, communications officer, Sefton Council*

### 4. Celebrate successes

'Acknowledge and celebrate milestones and achievements in your cause-led initiatives. By sharing these successes with your audience, you not only bring them on board with you, acting transparently, you also reinforce the positive impact of the campaign.'

*Jane Whitham, director, Altitude PR*

### 5. Don't over-do it by oversharing

'Unfortunately it's no longer 'innovative' or 'disruptive' for a business to be talking about its green credentials or the positive impact it is having, since everyone is shouting from the rooftops about the good they're doing.

'We're seeing a trend of businesses losing followers on social media channels, for example, because of the amount of content they are sharing on their ESG initiatives. It's almost like they're desperate to tell the world, which comes back to my point about doing it purely for PR's sake and not being authentic.

'So, talk about the great things you're doing, but do so in moderation and not as the primary focus of your communications.'

*James Gwinnett, client services director, clearly.*

### 6. Keep everyone who is involved involved

'It is hugely important to engage both direct beneficiaries of your work, as well as the wider public. To empower individuals affected by an issue so they have the confidence and tools to make change where they wish – not only is it empowering for the individual but it also allows charities to extend their reach so messaging is carried to an even wider audience.'

*Lindsay Coyle, local campaigns manager, [Royal National Institute of Blind People \(RNIB\)](#)*

## 7. Need to lobby and build relationships with politicians?

### Get in a room with them and be prepared to share your solution

'I think getting people in a room where you can – because I do think the power in sitting face to face is crucial. Letter writing has its place, so you can have it for public record, but sitting in a room together has an impact, especially when you're talking about such emotive issues.'

'Simplifying your messages is key, as is simplifying your asks. You really need to propose solutions for what you're asking them to engage on. Anyone can complain – be solutions-focused instead.'

*Alana Fisher, head of communications and PR, [Commission for Victims and Survivors for Northern Ireland \(CVSNI\)](#)*

## 8. Track your progress and share it with stakeholders

'Regular reporting is key and PR is a fantastic tool for this. Relaying to press and your audience updates around your cause-led comms strategy is vital in showcasing your results.'

'Always track and monitor your progress, and relay this both internally and externally, and remain accountable to key stakeholders. Data is important in defining your goals and KPIs and always relates to the why, how and who, while introducing 'What difference are you making'.'

'Also, be vulnerable. It's all well and good about showcasing the results, but also talk about what you're learning, what hasn't worked, and how it has changed your business. It's these angles that will humanise your campaign, and allow people to engage and relate to it.'

*Hayley Knight, director, [BE YELLOW](#)*

## 9. Thank the journalists who cover your story

'I try not to make it a one time thing when I'm working with a journalist. When you get an opportunity to say thank you to a reporter, just say thank you on social media. Their colleagues may reshare it.'

'PR isn't just a press release – it's using social media, audio content, other messages, using consultation responses that you glean, too, to show what people are really saying.'

*Gorki Duhra, PR manager, [RNIB](#)*

## 10. Remember that giving takes many forms, big and small

'Reframe the thinking that generosity has to be 'big' to be impactful, and secondly that generosity comes in all different forms. It's not just about giving money – if we can get to a world where we're all reliably giving our time, talents, skills, passions, energy, and network, too – that's what's really going to help us build the world we all want to live in together.'

'So think about what cause really fires you up then think about what gifts you have to give and more from there. It's going to take every single one of us.'

*Kathleen Murphy Toms, director, digital strategy, [GivingTuesday](#)*



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### About Vuelio:

Vuelio helps organisations make their story matter providing monitoring, insight, engagement and evaluation tools for politics, editorial and social media in one place. We help you determine who and what is most influential to your audience and brand. With a wealth of reporting and relationship management options, you get real-time feedback to create even more effective communications.

From journalists, social media influencers to MPS, we provide PRs, public affairs and political professionals with the relevant data, insight and connection for your communications to have impact. Our technology is used by organisations across the world, from international brands, large enterprises and communications agencies to public sector bodies and not-for-profits in the third sector.

We're part of the Access Intelligence Group that includes ResponseSource, a network that connects media and influencers to the resources they need fast, Pulsar, an audience insights and social listening platform, and Isentia, the media intelligence and award-winning insights company headquartered in Sydney, Australia.



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