

I ♥ Small Charities Day is sponsored by



## I ♥ Small Charities Day Competitions –

### Win up to £450 for your charity without leaving your desk!

Small Charity Week launches with I ♥ Small Charities Day on Monday 17<sup>th</sup> June 2019. This year I ♥ Small Charities Day is sponsored by

This is a day to raise awareness of the work of all small charities across the UK, whether you take part in one of the competitions below or carry out your own activity.

A lot of the work you do as a small charity can go unnoticed – maybe because you are so busy doing and don't have the time to tell everybody *what* you're actually doing! So we're going to make it easier for you!

We are running three competitions on Twitter, Facebook and Instagram to help raise the profile of small charities with cash prizes for the winners.

#### Prizes

- **#ILoveSmallCharities Twitter competition – winning small charity gets a £150 donation**
- **#ILoveSmallCharities Facebook competition – winning small charity gets a £150 donation**
- **#ILoveSmallCharities Instagram competition – winning small charity gets a £150 donation**

#### How to enter:

Take a photo of yourself holding up a poster that reads: "I love (your charities name) because (why you love them)".

Then simply post it to either [Twitter](#), Instagram or the Small Charity Week [Facebook page](#), or to all three, depending which competition/s you wish to participate in. Make sure you include the #ILoveSmallCharities hashtag when you post your photograph so we can track your entry.

#### PLEASE NOTE:

##### Who can post photos?

The competition is designed to help new and current supporters engage with **your charity**. However, if **your supporter group** don't have their own social media accounts, images posted by the small charity are also accepted.

##### How are entries counted?

- Entries are counted as **one vote per post** with a unique image/message
- **Double entries** are **not valid** e.g. an individual posting a photo and then the charity reposting the same one
- A **group picture**, i.e. with five people and five posters, is counted as **one entry per person in the photo holding a unique poster**

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For the message you hold up in our photo we've provided [a printable poster template for you to download](#), but you are also welcome to make your own.

### How you win:

The charity which manages to get the most individual messages of support on Twitter, Instagram or Facebook from June 17<sup>th</sup>-22<sup>nd</sup> June will receive a donation of £150.

Therefore we encourage you to motivate your supporters to enter on your behalf. You can [download templates for promotional materials](#) to send out.

**IMPORTANT! The rules for how to enter each competition are slightly different. See below.**

### Rules for Entry

Entries will only count between 17<sup>th</sup> – 22<sup>nd</sup> June and only one message is to be submitted for each competition per supporter; your supporters are welcome to enter all three. The message should explain why they love your small charity.

#### The Twitter Competition

- Tweet your photo message, making sure you include the @name for your small charity and the #ILoveSmallCharities hashtag. You must also mention [@SCWeek2019](#) in your tweet so all of our entries are acknowledged and counted.
- If you haven't got a camera you can simply tweet your message of love in less than 280 characters making sure you include the @name for your small charity and the #ILoveSmallCharities hashtag

#### The Facebook Competition

- Post your photo message to the Small Charity Week [Facebook wall](#), making sure you include the name of your small charity and the #ILoveSmallCharities hashtag.
- If you haven't got a camera you can simply post your message of love to our wall making sure you include the @name for your small charity and the #ILoveSmallCharities hashtag

#### The Instagram Competition

- Post your photo message to your Instagram account, making sure you tag the small charity and use the #ILoveSmallCharities hashtag. You must also tag [@SmallCharityWeek](#) in your photo so all of our entries are acknowledged and counted.

In previous years the secret to winning this competition has been to *start early!* Even though the competitions officially open on 17<sup>th</sup> June, it is a good idea to start building your support *right now*.

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Some top tips on winning the competition (from a previous winner!)

1. Make sure you have a strategy on how to reach the most supporters
2. Prioritise communications around the competition during the run up to and during Small Charity Week
3. Keep the team (staff and volunteers) informed and motivated by keeping them up to date on progress and the number of posts. Also explain that it isn't just about the prize – the potential to raise awareness can be huge
4. Let your supporters know that this is a really easy but effective way to support you. Then support them in any way by giving them ideas, templates etc.



**Good Luck!**