

CASE STUDY

NATIONAL GIVING WEEK

GIVE IT UP FOR
NATIONAL GIVING WEEK
16-22 OCTOBER 2006
WWW.GIVEITUPFOR.ORG



WHEN
2004, 2005, 2006

OUR CLIENT

National Giving Week was a CAF led initiative, launched in autumn 2004 and designed to stimulate charitable giving in the UK. Throughout one week in the October of each year National Giving Week stimulated donors to give more of their cash and volunteer more of their time to charitable causes, maximise the value of what they give, while encouraging companies to promote payroll giving, and help charities to campaign more effectively.

WHY THEY CAME TO US

With the 2004 event coinciding with the launch of the Page Nine created new CAF identity, and aware of our web expertise, The National Giving Week team turned to us to create the web site and promotional materials for the 2004 campaign.

WHAT WE DID

Working closely with the National Giving Week team over a period of six weeks we created a web site, designed to be of interest to each of four audiences - individuals, companies, charities and influencers, promoting the scope of the National Giving Week campaign.

In subsequent years we have become more closely involved in the advance planning, promotion and advertising of National Giving Week, and building on the success of the initial event, have helped the National Giving Week team establish it as an integral part of the UK charity calendar.



At the core of the campaign today are two web sites: one launched in the summer in advance of the event to help charities prepare and exploit it effectively; the other a public 'donor' site launched to promote the event, detail activities and provide strategies through which donors can increase the value of what they give.

Both web sites are designed and built to be accessible to 'AA' standards.

HOW IT WORKED OUT

We became so committed to the success of National Giving Week that we sponsored the event and made it an integral part of our own corporate responsibility programme.

"Page Nine's involvement has been integral to the success of National Giving Week. Their understanding of our requirements, accessible web site design and search engine optimisation has made us more effective in getting our different National Giving Week messages across - and taken us further on our way to achieving our goals."

Graham Ullett, Head of Group Marketing

