



Growing Hope |
Registered charity 1176358

Growing Hope, 390 Caledonian Road,
London, N1 1DN | 07519 965200
info@growinghope.org.uk

Growing Hope Communications Policy

This policy is intended to guide Growing Hope staff, volunteers, contractors and trustees on how external and internal communications operate within Growing Hope, in both the national charity and local clinics.

It covers roles and responsibilities, types of communications, and broad guidelines for both external and internal communications. For more detail on key messages, brand guidelines and communications assets, please contact marcomms@growinghope.org.uk

External

The table below describes the communications policy for the varying communications activities Growing Hope engages in:

Activity	Frequency	National charity Responsibility	Local Clinic Responsibility
General communications strategy	n/a	Has overall responsibility for Growing Hope external communications. Works with local clinics to determine comms priorities.	Works collaboratively with the national charity and other clinics to ensure local and national objectives are met.
Newsletter	Monthly	Funds and writes the newsletter and targets this to individuals.	Provides stories, quotes, updates for newsletter.
Social media (Twitter, Instagram, Facebook)	At least weekly input on each channel, more during specific campaigns	Funds and manages through communications officer.	Provides stories, quotes and updates for sharing.
Website	Ongoing	Funds and edits website content to engage supporters.	Ensures local page information is up to date and correct.

Communications Guidelines

(For specifics on key messaging, see key messaging documents)

Providing free therapy for children and young people with additional needs and their families in partnership with local churches across the UK.



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In general, Growing Hope communications should be:

- Positive (showing hope)
- Open and honest
- Seeking to include and explain, rather than alienate with technical language
- Celebrating diversity
- Informal but not casual. We are friendly but professional.
- Generous - we celebrate other organisations or people who are doing good work in our field.
- Unashamed about our Christian faith, but wise about how we communicate it.
- Deeply respectful of our beneficiaries' needs and wishes, especially children.

We also always want to demonstrate our values of hope, community, courage, innovation and generosity within our communications.

Internal Communications

The finance officer will provide monthly communications as to the cash flow and the budget vs. income for the accounts. Finance trustees are responsible for presenting this information to the board on a quarterly basis.

The Local Clinic Managers will provide Growing Hope national with regular clinic updates via the Director of Training and Development, who they will meet regularly with.

Local clinics, national trustee boards and staff should aim to see themselves as a whole, sharing best practice and communicating regularly to ensure the best possible service for our beneficiaries.

Policy review

This policy will be reviewed on an annual basis and must be read alongside other Growing Hope policies.

Updated: June 23

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