

PARTNER TOOLKIT



**5-minute
guides for
charity
trustees**



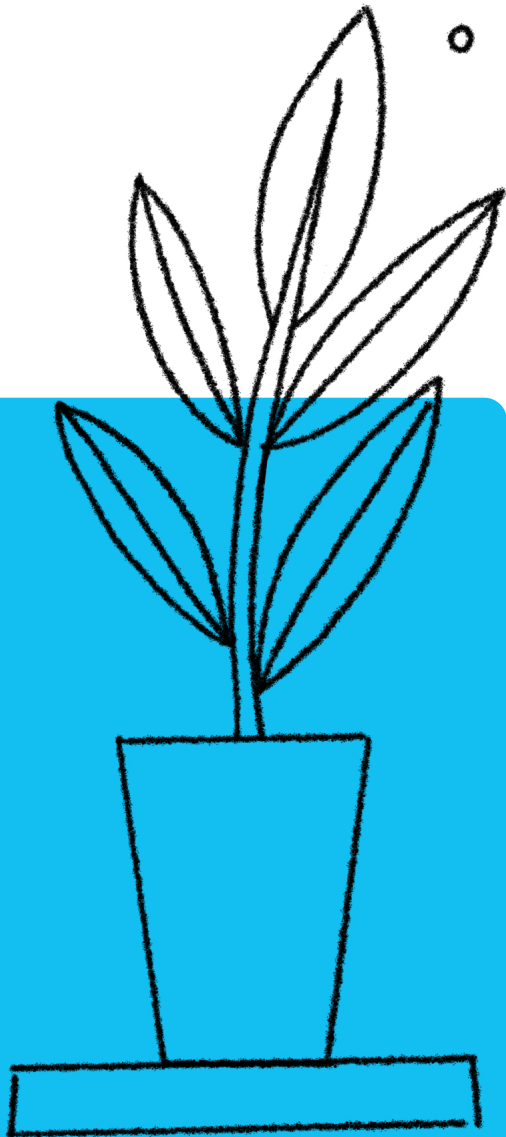
**CHARITY COMMISSION
FOR ENGLAND AND WALES**

All materials in this toolkit are embargoed until the campaign launches on the 9th March 2021.



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1.0 Overview

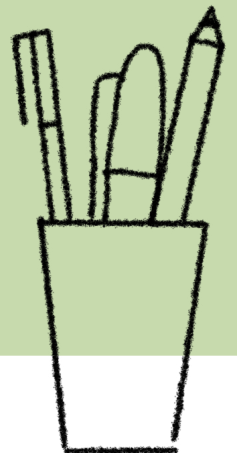


Introduction

We know that the vast majority of charity trustees want to do the right thing – and we want to support them. For the benefit of their own charities, and to support society's trust in all charities more widely, we want to encourage trustees to refresh their knowledge and be certain they're getting things right and following the law and our guidance.

The Charity Commission aims to give charities the tools they need to succeed. We have put together five handy 5-minute guides which provide short guidance on all the basics trustees need to know. Now we need to encourage trustees to use them – and we would like your help.

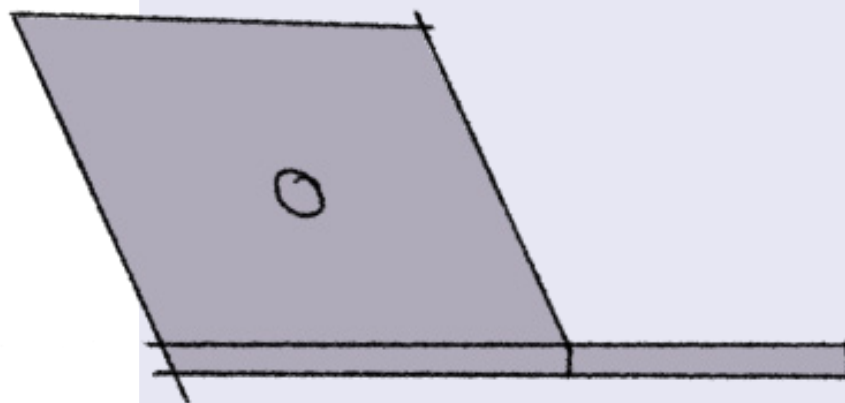
This campaign toolkit includes everything you need to help us spread the word about the guides, and encourage trustees to stay informed.



Our purpose

The Charity Commission's purpose is to ensure charity can thrive and inspire trust so that people can improve lives and strengthen society.

We're committed to making it easier for trustees to access information, ensuring charities have the tools and understanding they need to succeed.



Who are we talking to?

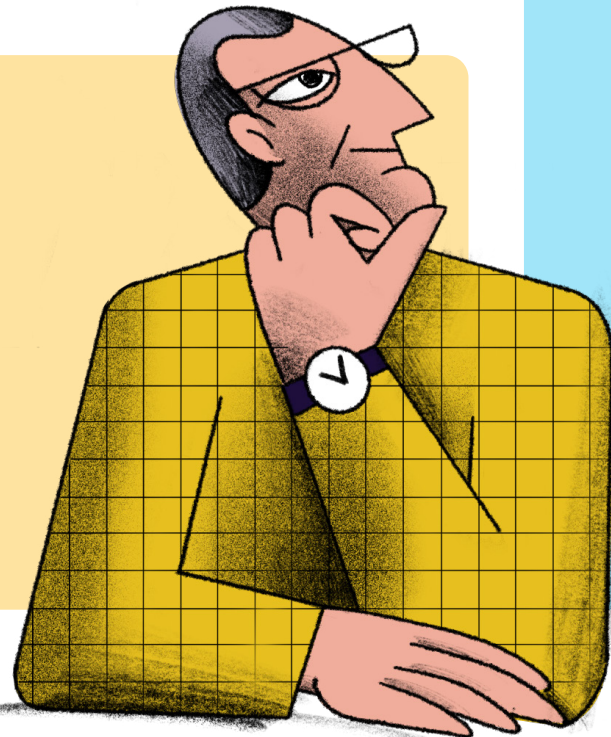
We want to reach trustees across all charities, no matter what their size or status is.

As you know, the one million trustees of registered and unregistered charities in England and Wales are almost all volunteers.

We recognise the importance of sector bodies and their networks in supporting and advising trustees when they're unsure about something in their role, and we know they also seek support and advice from one another.

Our research suggests that while most trustees have confidence in their abilities, they may have gaps in their knowledge that they're not aware of. Refreshing their knowledge could help them be even better guardians of the charities they give their time to support.

This campaign aims to prompt trustees to be certain in uncertain times and refresh their skills by using the 5-minute guides.





How you can help

We want to make it easy for you to spread the word about our 5-minute guides to the trustees you work and communicate with. So we've created a toolkit of resources that will make things as hassle-free as possible.

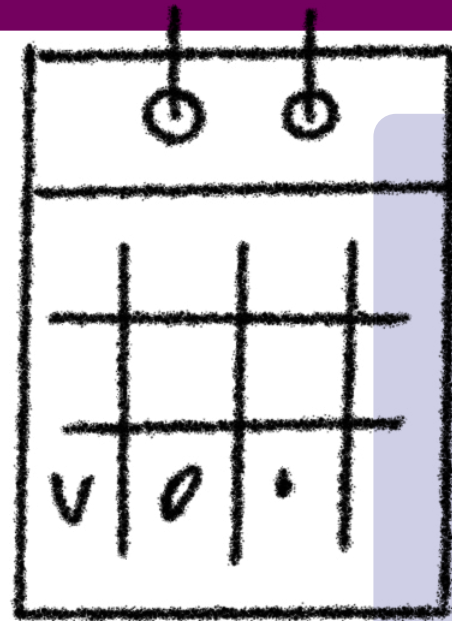
You can download these resources directly from the links in this toolkit. They include:

- Long and short copy
- Team briefing
- Social media posts
- Email signature

Please help us by using your own channels to promote our 5-minute guides and encourage charity trustees to use them. Together we can help more charities to achieve their ambitions and avoid inadvertently breaking charity law.

2.0

Resources

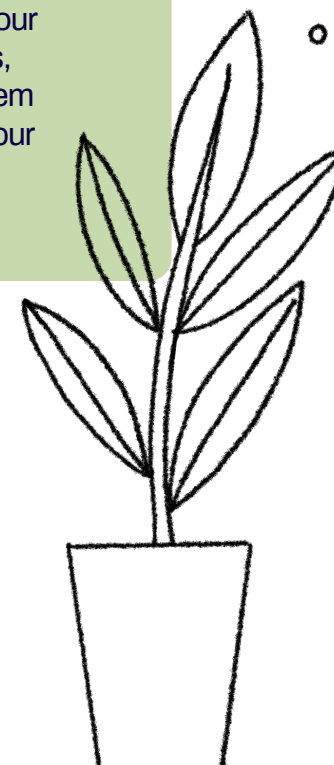




Copy

We've drafted two pieces of copy, one short and one longer. They introduce our 5-minute guides, explaining why we've created them and who they're intended to help.

Choose the length of copy that best suits your purpose to use across your website, emails, newsletters or in print. You can also use them as guidance and inspiration when writing your own copy.



Short copy

You can copy and paste the text below, or download as a word document using the download button.

In these challenging and uncertain times, charities need to feel confident they're getting things right. The Charity Commission's 5-minute guides are designed to help trustees provide the best possible oversight to their charity.

They explain the basics of:

- financial oversight
- achieving your charity's purposes
- good decision making
- addressing conflicts of interest
- what to file with the Commission and the support available

Whether you're a new trustee or more experienced, these simple, practical guides have been designed with you in mind.

Find them at [gov.uk/charitytrusteeguides](https://www.gov.uk/charitytrusteeguides)



Long copy

You can copy and paste the text below, or download as a word document using the download button.

As a trustee, your charity relies on your leadership to help it fulfil its purpose and its legal responsibilities. But could there be better ways of doing things?

In these challenging and uncertain times, charities need to feel confident they're getting things right. That's why the Charity Commission has launched a set of simple, 5-minute guides, designed to help trustees provide the best possible oversight to their charity.

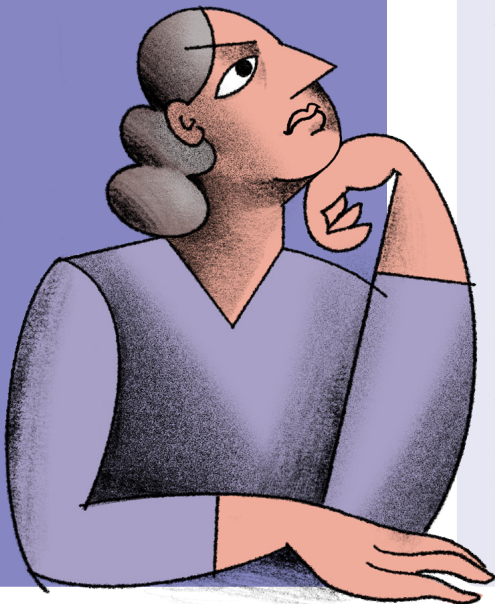
These guides cover five key aspects of charity management. Brushing up on your knowledge of these areas is a simple, practical way to ensure the time you devote to your charity is well spent.

They explain the basics of:

- financial oversight
- achieving your charity's purposes
- good decision making
- addressing conflicts of interest
- what to file with the Commission and the support available

Whether you're a new trustee or more experienced, the 5-minute guides are designed to help you with the questions and problems you may face.

You'll find them at [gov.uk/charitytrusteeguides](https://www.gov.uk/charitytrusteeguides)





TEAM BRIEFING

5-minute guides for charity trustees

Charity trustees are the bedrock of the charity sector. However, research suggests that many trustees, at all levels, could benefit from refreshing their knowledge. By signposting the trustees you represent and work alongside to the Charity Commission's 5-minute guides, you can help make sure they've got the information they need to ensure their charity continues to thrive and avoids stepping outside charity law.

It's been a tough year for charities: the pandemic has meant they're facing unprecedented challenges. In these uncertain times, it's more important than ever that charities are certain they're doing things right.

That's why we're supporting the Charity Commission in this campaign to give trustees the tools they need to succeed. You may already be familiar with their five handy 5-minute guides which provide short guidance on all the basics trustees need to know:

- financial oversight
- achieving your charity's purposes
- good decision making
- addressing conflicts of interest
- what to file with the Commission and the support available

We are supporting the Charity Commission to encourage trustees to use the guides. Their aim is to reach as many trustees as they can across all charities, no matter what their size or status is.

Please help spread the word about the guides, and encourage the trustees you're in contact with to refresh their knowledge.

Trustees can find the 5-minute guides at [gov.uk/charitytrusteeguides](https://www.gov.uk/charitytrusteeguides)



Team briefing

We know that your staff are the key to building strong relationships with the charities you work with. We've created this handy information sheet to brief your team on the campaign, and help them promote the new 5-minute guides to charities.



2.5

Social media posts

Your social media channels are a great way to pass the message on. Here are a set of video posts you can use on your Facebook, Instagram, Twitter and LinkedIn channels.

If you prefer to write your own posts, don't forget to link to the 5-minute guides URL, gov.uk/charitytrusteeguides, so people know how to access the guides.

The videos are available in formats for LinkedIn (1200 x 628px), and Facebook and Instagram (1080 x 1080px), and are provided in both English and Welsh language variants.

Use the copy provided below for your post, or write your own. Welsh speakers, you may wish to use these as a basis to write your own Welsh or bilingual post.

CHARITY TRUSTEES



CHARITY TRUSTEES



CHARITY TRUSTEES



Option 1

Charity trustees, be certain in uncertain times. Refresh your knowledge with these handy 5-minute guides from the Charity Commission at gov.uk/charitytrusteeguides

Option 2

The Charity Commission want to support all charity trustees during these uncertain times. Refresh your knowledge today at gov.uk/charitytrusteeguides

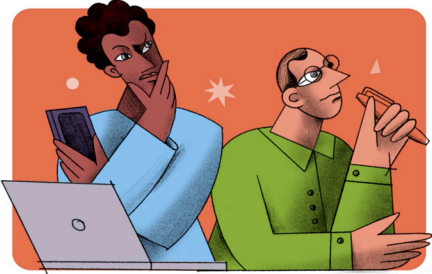
Option 3

Charity trustees, these 5-minute guides from the Charity Commission have been designed with you in mind. gov.uk/charitytrusteeguides

Option 4

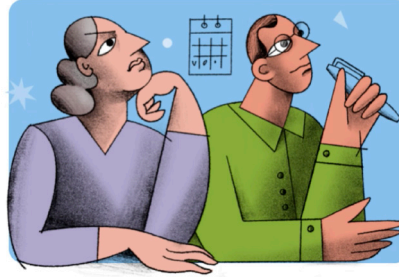
Have you seen these handy guides from the Charity Commission? We highly recommend them! gov.uk/charitytrusteeguides

CHARITY TRUSTEES



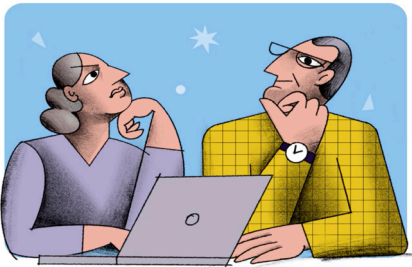
Support

CHARITY TRUSTEES



Decisions

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Finances

CHARITY TRUSTEES



Conflicts

CHARITY TRUSTEES



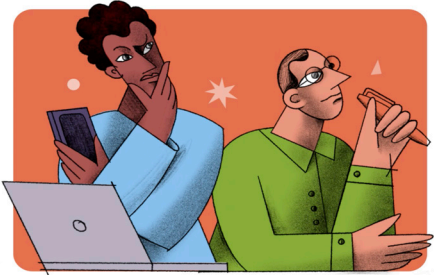
Purpose

Videos for LinkedIn

Please share the below assets and copy through your LinkedIn account.



CHARITY TRUSTEES



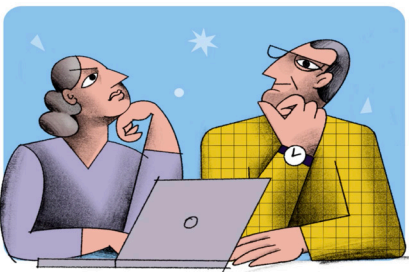
Support

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Conflicts

CHARITY TRUSTEES



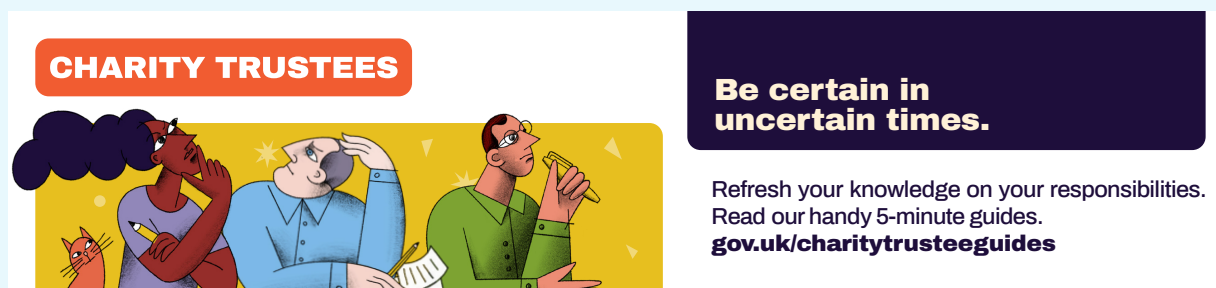
Purpose

Videos for Facebook, Twitter and Instagram

Please share the below assets and copy through your Facebook, Twitter and Instagram accounts.



Email Signature - 650 x 150



Email signature banner

You can use this banner in your email signature, particularly if you are in regular correspondence with trustees. If it's possible to include a hyperlink, please link it to [gov.uk/charitytrusteeguides](https://www.gov.uk/charitytrusteeguides)



Thank you

Thank you for supporting this campaign.

For more information please contact:

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@charitycommission.gov.uk



CHARITY COMMISSION
FOR ENGLAND AND WALES

