



St Vincent  
de Paul Society

England and Wales

Turning Concern into Action

# **Could better communications enhance your Conference work?**

**John Egan**

# **Current position**

- **New directorate**
- **Small but dynamic team**
- **Three vacancies including Membership Communications Officer**
- **Interim Communications and Engagement Plan developed**
- **Changing our approach to communications**
- **Campaign focus**
- **Storytelling at the heart of what we do**
- **KPI driven**
- **Brand review scheduled to commence in 2024/2025**

# **Communications Strategy**

- **Developing a strategic approach to how we promote & market the SVP**
- **Proactively managing content gathering & storytelling**
- **Delivering key campaign messages to raise awareness of the SVP**
- **Reviewing & developing internal communications channels**
- **Creating publications and reports**
- **Attending public events and promoting our work**
- **Encouraging the public celebration of our work**
- **Undertake a brand refresh**

# Objectives

- Raise the profile of the SVP
- Support membership retention and recruitment
- Support fundraising and income generation activities
- Champion the cause of social justice
- Influence key decision makers



# Our Principles

<b>Planned</b>	<b>We know what is happening and when; who is affected and who needs to know</b>
<b>Professional</b>	We develop and deliver all communications activity in a professional manner
<b>Timely</b>	We communicate or engage with our stakeholders in a timely way; and in doing so we may choose to manage timing to best advantage and to minimise risk
<b>Open and honest</b>	We are straightforward and transparent
<b>Positive</b>	We make the most of every opportunity and avoid potential negative issues
<b>Consistent</b>	We present common and consistent information about the decision
<b>Coordinated</b>	In line with good practice, we will share planned communications activities with key partners
<b>Accessible</b>	All communications activity will be clear and inclusive and delivered in a way that is accessible to the audience

# **Storytelling champions**

- **Conferences and membership**
- **Community Support Projects**
- **Youth**
- **Retail, Trading & Social Enterprise**
- **Twinning**
- **Internal communications**
- **Social Justice**
- **Fundraising**
- **Corporate**

# Storytelling objectives

- **Monthly focus/case study on conference/membership**
- **Monthly focus/case study on youth**
- **Monthly reflection**
- **Monthly focus/case study on Community Support Project**
- **Monthly focus/case study on retail, trading & social enterprise**
- **Monthly focus on 180<sup>th</sup> anniversary**
- **Bi-monthly social justice blog**
- **Bi-monthly National President blog**
- **Quarterly focus/case study on twinning**
- **Quarterly thought leadership article (CEO)**

***All storytelling activity to include call to action***

# Communicating with impact

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## VincentianConcern

St Vincent de Paul Society (England and Wales)  
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svp.org.uk




### Celebrating 180 years

**Inside this edition**  
Tackling Inequalities • National Meeting  
SVP Pilgrimage to Walsingham • Members' Report 2022-23

Keep in touch with us  SVPEnglandWales  SVPenglandandwales


**SVP 180 YEARS ANNIVERSARY**



St Vincent de Paul Society  
England and Wales  
Turning Concern into Action


Yarnfield Park  
Training &  
Conference  
Centre

## Past, present and future



### NATIONAL MEETING

27-29 JUNE 2024



### Be part of the change

*Our wonderful team of SVP volunteers help us to engage with those on the margins and so place their needs at the very heart of our parish and her mission.*

**Fr Dominic Robinson, Farm Street Church, Mayfair**



St Vincent de Paul Society  
England and Wales  
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For 180 years the St Vincent de Paul Society (England and Wales) has been tackling poverty and fighting for social justice.


Motivated by the Christian faith and inspired by the message of the Gospels, our 8,300 plus volunteer members are a lifeline to many. As well as an opportunity to serve others, the SVP provides space for spiritual formation and growing in friendship.

SVP members benefit from support with fundraising and safeguarding as well as access to training and comprehensive insurance coverage. Conferences can also access the national Cost Of Living Fund for local beneficiaries.

### Telling our story

*Extend your mercy towards others, so that there can be no one in need whom you meet without helping.*

**St Vincent de Paul**



St Vincent de Paul Society  
England and Wales  
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For 180 years the St Vincent de Paul Society (England and Wales) has been tackling poverty and fighting for social justice in local communities.

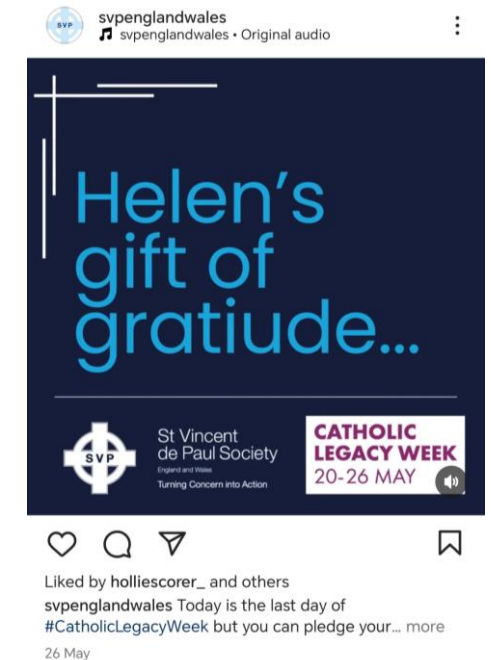
Motivated by the Christian faith and inspired by the message of the Gospels, our 8,300 plus members, 11 community support projects and wider programmes, are a lifeline to many people.

The SVP Communications and Policy Team is committed to celebrating our work in an engaging and sensitive manner.

But we need your help. By sharing your stories you will help grow our identity within and beyond the Catholic Church.



# Communicating with impact



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**BBC** For you Home News Sport Weather iPlayer Sounds

## NEWS

Home | Election 2024 | InDepth | Israel-Gaza war | Cost of Living | War in Ukraine | Climate | UK | World | Business

England | Local News | Tyne

### Low cost food and clothes market to expand



The banner reads: **CHARITY SHOP Vinnies' Pop-up Market**  
**NEW TO YOU @ VINNIES**  
PLEASE VISIT US-OPEN EVERY THURSDAY 12.30 - 3.30


- Great value groceries only 12 items for £5
- Refreshments available tea, coffee, soup, snacks
- New-to-you items
- Toys/Bric-a-brac
- Clothes/Shoes from £2
- Designer/sale items
- Household items
- Baby items
- Free items

**ST VINCENT'S**  
The operation in Byker is moving to five days per week

**Rebecca O'Neill**  
BBC Radio Newcastle

**VATICAN NEWS** POPE VATICAN CHURCH WORLD

• Radio Vaticana **Allegro ma non troppo**



The French Coastguard rescued dozens of migrants in the incident (AFP or licensors)

WORLD  
RWANDA GREAT BRITAIN FRANCE MIGRANTS AND REFUGEES CATHOLIC CHURCH  
CHARITABLE ORGANIZATIONS

### Five migrants drown in English Channel as Rwanda asylum bill passes

Five migrants, including a 7-year-old girl, drown attempting to cross the English Channel, only hours after Britain's Parliament passes a bill to deport asylum seekers to Rwanda, a move decried by several Catholic aid agencies.

# The power of video



# Discussion

- **How could better communications enhance your Conference work?**
- **What are your immediate communications priorities?**
- **What works for you?**
- **How can the team at National Office help you?**
- **What can National Office do better?**
- **What are your views on the brand refresh?**