CAMPAIGN TOOLKIT

WE ACT

WE ACT IS A NEW CAMPAIGN TO PROMOTE THE CHARITY, COMMUNITY AND VOLUNTARY, AND SOCIAL ENTERPRISE SECTOR IN IRELAND. THE AIM OF THE CAMPAIGN IS TO RAISE AWARENESS ABOUT WHAT WE DO AND PROMOTE A POSITIVE IMAGE OF THE SECTOR. WE WANT TO RE-FRAME CHARITY IN IRELAND AND TACKLE NEGATIVE PERCEPTIONS. WE ARE AS DIVERSE AS THE COMMUNITIES WE SERVE, AND THIS CAMPAIGN IS ALL ABOUT REFLECTING THAT BY SOURCING AND BOOSTING THE REAL STORIES OF IMPACT FROM OUR WORK.

When we started to explore what defines the charity and community sector, it soon became clear that we are not defined by any one action, model, purpose or cause. Rather, what unites us is our values — the drive to support others, to make society better, to pursue positive change. Furthermore, we have a real, definable reason for being: to respond to the variety of needs, opportunities and challenges in society. We wanted this campaign to capture that sense of energy and shared purpose. We Act is a bold statement that sums up why we are here and what we are doing. This is supported by messages that showcase all the ways in which the charity and community sector forms an integral part of every community, and the rich multiplicity of groups working together to make Ireland a better place.

This campaign was developed as part of a collaborative process. The campaign Steering Group is comprised of Boardmatch, Charities Institute Ireland, Disability Federation of Ireland, Dóchas, The Wheel, and Volunteer Ireland. Since the early days of the campaign, we have consulted with key stakeholders in the sector, members of the public and surveyed the sector more broadly to figure out the key messages this campaign needed to communicate. This campaign represents our voice, and our contribution as a diverse and vibrant collection of groups and organisations. Below we outline a number of ways you can support We Act.

HOW TO TAKE PART

This is a campaign that is for us and by us, as staff and volunteers from the sector. In promoting the campaign, we can promote our own organisations, but also showcase that we are all a part of something so much bigger.

Some ideas for taking part:

- Use the hashtag #WeAct and tag us online
- Post some of the supplied sample text signaling your support OR feel free to write your own
- Ask your staff/volunteers/colleagues to share campaign materials
- Like and share posts from the We Act account, or posts from other organisations in the sector
- Visit the website to learn more – weact.ie
- Keep an eye out for email updates and developments on social media as we unveil new phases and ways to support

SOCIAL MEDIA TOOLKIT

Follow us on **Twitter**, **Facebook** and **Instagram**
When posting, use the hashtag **#WeAct**
Tag us on social media **@WeActIreland**
Signpost your followers to find out more at **weact.ie**

Sample captions:

TWITTER

We support the WeAct campaign! Through our charities and community groups, we make our society stronger. Learn more about the campaign at weact.ie #WeAct

FACEBOOK/INSTAGRAM:

We support the WeAct campaign! We face a lot of challenges as a society, but we have so many opportunities for positive change. Through our charities and community groups, we make our society stronger. Learn more about the campaign at weact.ie #WeAct

DOWNLOADABLE SOCIAL POSTS

When using these downloadable graphics on social media, please include in the caption: #WeAct is supported by The Community Foundation for Ireland #RTÉDoesComicRelief Fund.

There are four social assets ready for use. Two are for Twitter and two are for Instagram and Facebook. You can download these posts **here.**

Instagram + Facebook

Twitter

DOWNLOADABLE FRAMES

These are two options for frames for social posts which can be used on Instagram, Facebook and Twitter. You can upload these to your Canva to use with your own photos. You can download these frames **here.**

Instagram + Facebook

Twitter

DOWNLOADABLE LOGOS

All campaign logos are available in black and white, suitable for print and digital. You can download all logos **here.**

WE
ACT

Stacked

Sunburst

WE ACT

Landscape

DOWNLOADABLE POSTER

Feel free to print and put up in your workplace, community centre,
or anywhere else people will see it! You can download the posters **here.**

For more information on the We Act campaign and how you can get involved, please contact:

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Ireland's Charities and Communities in Action

WE ACT