

CharityComms

Inspiring Communications at the Heart of Charities

Individual Membership Case Study



Name: Anne Nicholls

Job Title: Freelance PR Consultant

What encouraged you to become an individual member of CharityComms?

Working independently as a freelance PR Consultant, I find all of the CharityComms resources incredibly useful. It's important for me to feel part of a community of others working in a similar field and to keep up-to-date with what is going on in the sector. I wanted to attend the CharityComms seminars regularly, so it made sense for me to join as an individual member as the benefits are such great value.

As an individual member you are entitled to come to all CharityComms seminars for free and you get a significant discount on our conference places. Do you find this benefit useful?

Yes, I really enjoy the CharityComms events. I find them very practical, a direct reflection of what people in comms are doing now, providing you with tools and tips that you can apply to your work immediately. They are a great way of widening your knowledge about comms, which is very beneficial for freelancers like me. The speakers are sometimes from charities, sometimes from agencies, the subjects are sometimes topics I'm familiar with and sometimes not, it is great to have that variety of in-depth learning as well as an introduction to new subjects.

You are currently taking part in our mentoring scheme, working with the Director of Communications at Action for Children, Gregg Vines. How is this going?

It's going really well. We meet for an hour every couple of months at his offices. I made the transition to becoming a freelance worker this year, so I have been working on building my pitching skills with Gregg. It's also useful to have an insight into the work of a large charity as a way of keeping up-to-date with what's happening in the sector, something that's so important for freelancers. The meetings always make me feel good, I come away feeling supported and really positive in my communications role and my career direction.