

CharityComms

Inspiring Communications at the Heart of Charities

Organisational Membership Case Study



Name: Chris Duncan

Job Title: Communications Manager

Organisation: Marie Stopes International

What encouraged Marie Stopes International to become an organisational member of CharityComms?

We were really keen to meet other communications professionals, so we could share experiences and ideas. It's really useful to bounce ideas around with other people working in the charity sector. I also find it's quite cathartic

to hear that other people encounter the same challenges that we do! It's great being able to find out how other organisations have dealt with these challenges, instead of us sitting in isolation and trying to work through everything alone.

As an organisational member you and everyone that works at your organisation can come to all CharityComms events at a discounted rate. Have you taken advantage of this benefit?

Yes, we attend lots of your events; it's part of the mentality of being a member. We are kept up to date about all of the different events that are taking place and it is really easy to get involved, particularly with the seminars as we don't even have to think about payment! It really encourages people to get out of the office and hear what other people are up to and learn from them.

My job is particularly focussed around the branding, marketing and digital side of communications, so I've found the events really worthwhile. I always enjoy meeting peers from big and small charities and the events offer really good networking opportunities. They've also been a good opportunity to find resources, we have worked with two of the agencies that we've met at CharityComms events now. We find that it's really important for us to be able to call on people and agencies who really understand the sector.

What does being an organisational member of CharityComms mean to you?

It's fantastic for my team to feel part of a wider community of charity communicators, membership to CharityComms provides this for us.