

The Engagement Manifesto

We are creating ***a society built for all children***. In The Children's Society's fight for hope, we have set an audacious goal: ***by 2030, we will have overturned the damaging decline in children's wellbeing, setting a path for long lasting growth***. This is our north star for the decade, the ultimate even/over for all our priorities, audiences and messages.

Below we set out our engagement manifesto: a statement of intent for how we will inspire, excite and engage people to join with us to achieve our goal. We ask every team member at TCS to sign up and commit to these codes, our frame of reference for how we engage and communicate throughout this decade.

To build our movement, we will:

✓ ***Think relevance-first***

Being relevant is the existential challenge for charities in this decade. To be relevant, we seek to connect what we want to communicate with what interests & motivates our audiences, creating memorable shareable stories in simple, jargon-free language that emotionally connects and inspires action

✓ ***Build authentic relationships***

We privilege relationships over transactions, orienting around people rather than products or processes. Between staff & volunteers, supporters/partners, young people – communicating honestly, clearly and with integrity, we build meaningful, enduring & valuable connections that achieve impact

✓ ***Break things that need fixing***

With purpose, of course, we're not vandals. But we bravely bust the old assumptions & clichés about “what works” in order to thrive; there is no one best way to do anything, everything is up for experimentation

✓ ***Take courageous creative leaps***

The world is noisy, busy and complex, to stand out we will be known for our bold creative communications – creating awe, surprise and delight as we capture people's imaginations, inspiring loyalty and action

✓ ***Routinely exceed expectations***

We deliver memorable inspiring experiences when we not only meet, but exceed people's expectations; we will uncover what people need and want, and find the moments that matter to surprise & delight in ways that build loyalty and enable greater impact

✓ ***Think big, start small, scale fast***

Our ambitions are expansive, but we always begin with a focused approach to testing new ideas that have the potential to scale; we fail forward fast if they do not succeed, while building quickly on success to match our ambition

✓ ***Learn learn learn***

We learn from everything we do in order to grow our impact. We embrace the challenges, value feedback, build on success and proactively learn from failure

Sign up here.....