



Growing Hope |
Registered charity 1176358

Growing Hope, KXC, 237 Pentonville Road,
London, N1 9NG | 07496 528506
info@growinghope.org.uk

Growing Hope Communications Policy

This policy is intended to guide Growing Hope staff, volunteers, contractors and trustees on how external and internal communications operate within Growing Hope, both the Umbrella organisation and local clinics.

It covers roles and responsibilities, types of communications, and broad guidelines for both external and internal communications. For more detail on key messages, brand guidelines and communications assets, please contact info@growinghope.org.uk

This is a living document, which is likely to develop as Growing Hope evolves.

External

The table below describes the communications policy for the varying communications activities Growing Hope engages in.

Activity	Frequency	Umbrella charity Responsibility	Local Clinic Responsibility
General communications strategy	n/a	Has overall responsibility for Growing Hope external communications. Works with local clinics to determine comms priorities.	Works collaboratively with umbrella and other clinics to ensure local and umbrella objectives are met.
Newsletter	Monthly	Funds or writes newsletter	Provides stories, quotes, updates for newsletter
Social media (Twitter, Instagram,	At least weekly input on each channel, more	Funds and manages relationship with	Provides stories, quotes, updates for social media



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Facebook)	during specific campaigns	social media contractor	contractor
Website	Ongoing	Working with skilled volunteers, has overall responsibility for website health & content.	Ensures local page information is up to date and correct

Communications Guidelines

(For specifics on key messaging, see key messaging documents)

In general, Growing Hope communications should be:

- Positive (showing hope)
- Open and honest
- Seeking to include and explain, rather than alienate with technical language
- Celebrating diversity
- Informal but not casual. We are friendly but professional.
- Generous - we celebrate other organisations or people who are doing good work in our field.
- Unashamed about our Christian faith, but wise about how we communicate it
- Deeply respectful of our beneficiaries' needs and wishes, especially children.

If you have any questions, please get in touch with the Umbrella Communications Trustee.

Internal Communications

The Treasurer Trustee of Growing Hope Local Clinics will provide a quarterly financial update to Growing Hope Umbrella in advance of Umbrella Trustee meetings.

The Local Clinic Manager will provide Growing Hope Umbrella a quarterly update on clinic activity.



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Local clinics and umbrella trustee boards and staff should aim to see themselves as a whole, sharing best practice and communicating regularly to ensure the best possible service for our beneficiaries.

As Growing Hope evolves, more detailed internal communications policy may be developed if need should arise.

Policy review

This policy will be reviewed on an annual basis and must be read alongside other Growing Hope policies.

Approved: March 2019