

At a glance

The Be Heard Programme builds upon Link UP London's established Skilled Volunteering model. Creating structured, short-term Communication and Marketing projects for Social Good Organisations (SGOs) to support their internal development and help reach more people in need.

Who we are

Link UP London has been harnessing professional skills for good since 2016. Through Skilled Volunteering we support London-based **Social Good Organisations (SGO - small and medium-sized community groups, charities and social enterprises)** to access the skills they need to do their work better.



413

Matches between 207 SGOs and 328 volunteers



40%

of our total Skilled Volunteering Projects have focused on Communications



£430K+

Worth of skills invested into London communities

Register Here

To register please complete the [Expression of Interest Form](#) OR to discuss the Be Heard Programme in more detail please email:

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Link UP London is a not-for-profit Community Interest Company. All generated income is invested back into our community work.

What Is the Be Heard Programme

We know that effective marketing and communication are critical to the viability and long-term success of Social Good Organisations working with children and young people.

However, many SGOs lack the resources or skills in-house to do this to the level they need AND their Marketing and Communications professionals often have to cover the full scope of communications work which can be:

- Time consuming and complicated
- Challenging to keep on top of
- Difficult to know where to start

The Be Heard Programme aims to change this!

Through it participating SGOs will:

- Be provided with structured support to build their skills, systems and networks to improve their communications capacity
- Have access to experts on specific disciplines, such as communications strategy, social media or content production to enhance their skills and ensure they can maximise their impact.
- Be matched on 3 specific, bespoke communications and marketing Skilled Volunteering projects with industry professionals.
- Have access to 3 networking events targeting joint communication needs to meet and learn from each other.
- Have access to further resources to supplement and compliment their learning and growth process.
- Be provided with structured support by Link UP London

Benefits

1

Communications Assessments

All participating SGOs will complete a Communications Assessment to determine the most effective support for their organisation.

2

Bespoke Communications Plan

Following the assessment a bespoke and tailored communications development plan will be created with Link UP

3

Communications and Marketing Strategy

When completed, SGOs will all have a clear Communications and Marketing strategy in place

4

New tools, Systems and Processes in Place

Participating SGOs will improve systems and processes to increase visibility, reach more people, have a stronger voice, and demonstrate impact within their community