

# Media and advertising pack



[enterprise@ncvo.org.uk](mailto:enterprise@ncvo.org.uk)



[ncvo.org.uk](http://ncvo.org.uk)



Society Building  
8 All Saints Street  
London  
N1 9RL

**NCVO**  
CHAMPIONING  
VOLUNTARY  
ACTION

# Why Choose Us

NCVO champions the voluntary sector and volunteering. Inspired and empowered by our 17,000 members, we connect, represent and support voluntary organisations, from the smallest community groups to the largest charities.



We connect organisations with the people, partners and resources they need to make the biggest difference.



Using the best research, we demonstrate the voluntary sector's true value and help influence government.



We support voluntary organisations by generating and identifying the best knowledge and expertise.

NCVO is committed to ensuring each partnership is personalised. Our business development team, specialist trainers and consultants will work with you to deliver the right services, platforms, products and programmes to deliver success.

## Our Membership

NCVO has nearly 17,000 member organisations and over 22,200 individual member contacts. Within our membership there are:

- 494 members with an annual turnover over £5m
- 994 members with an annual turnover between £1m and £5m
- Over 11,000 members with an annual turnover of £30,000 or less



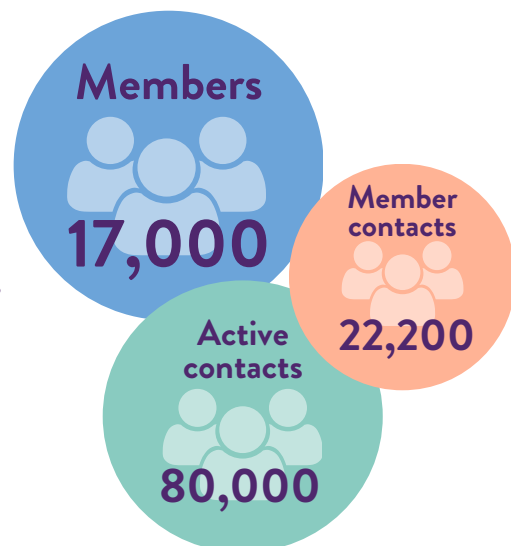
**1,500**

members with an income over £1 million



**1 in 3**

of these have an income over £5 million



Through member and non-member contacts NCVO has an active relationship with over 80,000 people at voluntary and social enterprise organisations.

# Advertising opportunities

## Monthly newsletter

NCVO's regular member and non-member e-newsletters are sent directly to the inboxes of decision-makers within the voluntary sector. This makes them the ideal platform to reach interested parties across the UK. These emails are sent to 80,000 contacts every month.

## Tailored standalone emails

NCVO can offer dedicated standalone emails to an audience segmented by organisation size, job title and regional location.

NCVO emails perform well above average because we understand our audience and can work with you to build a bespoke offering. Our marketing emails generally have an open rate of 30% which is considerably above the general open rate of between 21-25%.



## Special interest bulletins

Our audience can sign up to special-interest monthly email bulletins in the following areas:

- Governance
- Volunteering
- Impact
- Practical support
- Funding and policy

NCVO can tailor a promotional package which suits your business needs and budget. Please contact us for further information and costs.

In November 2022, we sent an email on behalf of Company Shop to 4,798 contacts. This email campaign performed really well with 27% unique opens and 48% unique clicks, well above the average marketing open rates.

*'We have seen 360 direct applications for membership. This is an amazing result – thank you for allowing this collaboration.'*

Dawn, Company Shop

## Social media

NCVO has an impressive reach on social media with over 88,000 followers on X and 22,000 followers on LinkedIn.

In 2023 we made 2,130,000 impressions across our social media channels.



## Website advertising

In 2023, our website received over 2.3m views by over 550,000 users. On average, our website received 220,000 views per month.

We can offer a range of promotional highlight boxes within our website for you to share your brand or most recent offer to our audience.

For example:

### Support from Social Investment Business



Social Investment Business (SIB) supports charities and social enterprises to build stronger and fairer communities. They offer funding and flexible support for organisations that make up the social economy, providing them with the tools they need to make a positive difference.

SIB's Recovery Loan Fund provides loans of **£100,000 to £1.5m** at a 7.9% fixed interest rate.

[Find out more about the Recovery Loan Fund](#)

*This is an advert and any products or services provided by Social Investment Business or other information by Social Investment Business or otherwise does not constitute or imply its endorsement or recommendation by NCVO.*

# Sponsorship opportunities



## Trustees Week – November

Trustees' Week is a high profile week in the voluntary sector calendar. It gives trustees the opportunity to explore a wide range of guidance, resources and online training to develop their skills, make new connections and share achievements.

NCVO partners with the Charity Commission and supports Trustees Week with a campaign of its own events.

## Small Charity Week – June

Small Charity Week is an annual campaign which celebrates, supports and amplifies the voices of small charities across the UK.

In 2023, the hashtags #SmallCharityWeek and #SmallCharitiesTogether reached over 200,000 impressions on X and the launch blog received nearly 3,000 visits. 18 MPs attended photo opportunities pledging their support for small charities and media articles which mentioned Small Charity Week had a reach of nearly 800,000.



## Volunteers' Week – June

Volunteers' Week 2024 marks the 40th anniversary of this annual celebration of the invaluable contribution which volunteers make to society. Supported by both grassroots organisation and household-name charities, hundreds of events will be happening across the country.

In 2023, the campaign reached over 62,000 people via NCVO's social media channels and over 36,000 people via email. The Volunteers' Week website was visited over 300,000 times.



## The Hinton Lecture

The Hinton Lecture commemorates the life of Nicholas Hinton, a visionary former director of NCVO. His impact on the sector was profound and lasting and he was widely respected in both the UK and internationally.

In 1998, NCVO hosted a lecture in his memory. This inaugural lecture was given by Baroness Warnock, an English philosopher and a writer on existentialism. The lecture gained traction and over the years became a staple part of the NCVO events calendar. Those offering their insight in the years since have included ex-prime ministers, cabinet ministers, a senator, the Archbishop of Canterbury, political journalists, business leaders and HRH Princess Anne.

# NCVO research publications

We produce highly acclaimed research publications which can be produced in partnership with a sponsor. Sponsoring one of our research publications means you'll be associated with that publication in any email, event or webinar related to it. Some of our publications are talked about for significant periods of time before and after launching.

## The UK Civil Society Almanac

The UK Civil Society Almanac is the most detailed resource on the voluntary sector's finances and workforce. It contains crucial information on organisations of all types and sizes, from income and assets to the demographics of our sector's valued volunteers.

## The Road Ahead

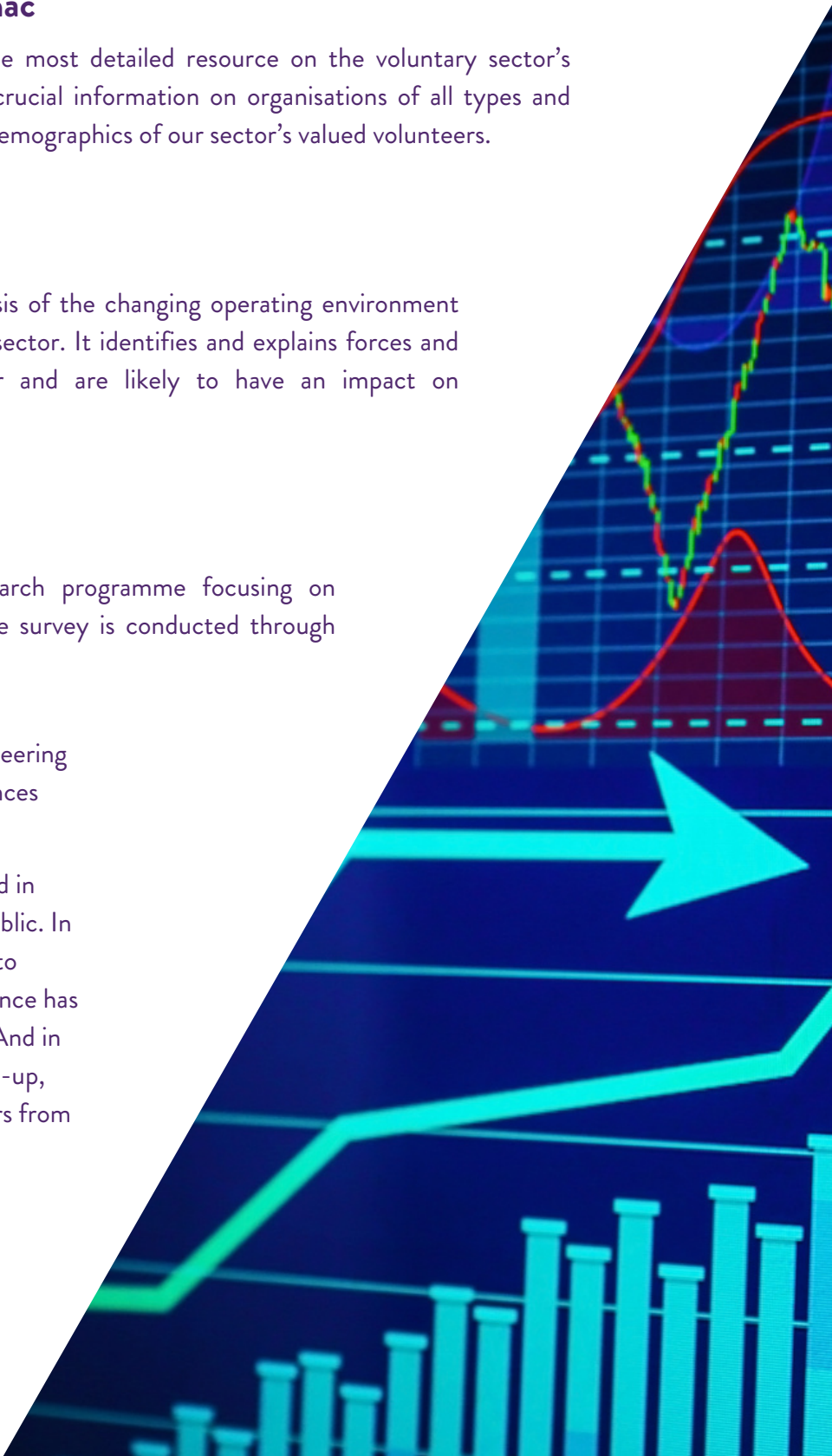
The Road Ahead is our annual analysis of the changing operating environment for anyone working in the voluntary sector. It identifies and explains forces and trends that are shaping the sector and are likely to have an impact on organisations in the future.

## Time Well Spent

Time Well Spent is NCVO's research programme focusing on volunteers and their experiences. The survey is conducted through YouGov and explores:

- volunteer participation
- motivations and barriers to volunteering
- the quality of volunteers' experiences
- the impact of volunteering.

The most recent survey was conducted in 2022, with 7,000 members of the public. In [June 2023](#), we launched a full report to understand how the volunteer experience has transformed over the last five years. And in [November 2023](#), we released a follow-up, analysing the experiences of volunteers from global majority backgrounds.



# Event partnership opportunities

NCVO's networks and practical support teams deliver a programme of online events throughout the year. Our events give NCVO members and the wider sector the opportunity to connect, collaborate, learn and share.

These events are delivered in a variety of formats. From launch events and workshops to webinars and regional membership assemblies, delivered in partnership with local infrastructure organisations. We're also proud to be a key contributor to sector thematic weeks, such as Small Charity Week and Trustees' Week.

These events showcase insights from NCVO and our network of sector experts, to provide attendees with solutions to common problems. They are complemented by help and guidance content that includes: step-by-step guides, downloadable templates and interactive tools to help people run a voluntary organisation.

Webinars are usually attended by 100 to up to 250 guests and are managed and promoted by the NCVO team.

## In 2022–23...

We engaged  
**5,631**  
participants

across  
**82**  
events

**95%**  
said they were  
satisfied or very  
satisfied

**82%**  
said they have  
learned something  
they can apply to  
their role.



# Get in touch

Reach, media engagement figures and costs are available on request:



[enterprise@ncvo.org.uk](mailto:enterprise@ncvo.org.uk)



[ncvo.org.uk](http://ncvo.org.uk)



Society Building  
8 All Saints Street  
London  
N1 9RL

**NCVO**  
CHAMPIONING  
VOLUNTARY  
ACTION