Barking Owl – January

The Barking Owl is the network for communications workers in the NAVCA membership. We meet every six weeks to explore different communications topics together, to share ideas and to learn from one another. Anyone working in a comms-related role is welcome at the network.

At the first meeting of 2024, we shared useful communications tools that help us in our jobs. Thank you to everyone who attended the meeting, it was really interesting and I hope you learnt something new. I've put together the list of resources that we discussed, please do let me know if I've missed anything or if there is anything else you would like to add.

(Please note, NAVCA is not responsible for the content of any external resources.)

Resources

https://tinywow.com/ - TinyWow has lots of useful free tools in one place, such as converting file types, PDF editing and more.

https://andrewmilesdavis.com/marketing-tools/ - This website lists many free and cheap communications tools across a number of different categories.

https://www.canva.com/ - Canva is an online design programme. Charities can access the Premium version free of charge (you just need to provide Canva with your registered charity number).

https://www.charitydigitalexchange.org/ - Charity Digital Exchange offer discounted rates on digital products such as Adobe Suite and more. Someone from Charity Digital Exchange will also be joining our April Barking Owl meeting (25th April, 2-3pm) to talk about what they do.

https://lightful.com/ - This social media manager/scheduler is free for up to two social media accounts.

https://bard.google.com/chat - Google's AI tool.

https://buffer.com/ - Buffer is a social media scheduling tool.

https://www.hootsuite.com/en-gb - Hootsuite is a social media scheduling tool.

https://uppbeat.io/ - Uppbeat for free music and sound effects (as long as it's credited). There is a free version and a paid-for version.

https://www.facebook.com/groups/2402966794 - Third Sector Comms Facebook group

https://www.facebook.com/groups/462328694550815/ - Canva non-profits Facebook group

https://www.capcut.com/ - Capcut is a tool for video-editing and subtitles

https://clipchamp.com/en/ Clipchamp is a free video editing platform.

Newsletters

We spoke about ways to improve newsletter engagement, such as looking at people who do not engage and seeing whether they would still like to be subscribed.

You can do a search against a Mailchimp audience that includes fields like 'has not opened' and a timeframe, so you see only people that aren't engaging/opening.

https://mailchimp.com/help/remove-inactive-contacts/

Future NAVCA events and Barking Owl meetings

You can sign up for all NAVCA events via our booking form, including all future Barking Owl meetings. The next Barking Owl meeting is on 5th March, 2-3pm. At that meeting, we will share which social media platforms we're using, with a particular focus on LinkedIn and using it effectively.

https://navca.aidecrm.co.uk/booking/event-booking-form

NAVCA conference

A lot of the resources above use AI, and it's important to make sure that if we do use AI, we use it safely and effectively. At the NAVCA conference in May, we have a workshop hosted by the National Cyber Security Centre on how charities can use AI safely and effectively. I'm really looking forward to this workshop and I hope you are too! You can buy your conference ticket on the link below.

I'm also considering organising a Barking Owl lunch at the conference depending on numbers. It'll be nice to meet and share our thoughts on the day 😊 If you have any questions about the conference then please do let me know.

https://www.tickettailor.com/events/navca/1054908

Volunteers Week, #VolunteerReady and the Big Help Out

https://volunteersweek.org/about-volunteers-week/what-is-volunteers-week/

The Big Help Out is back in 2024 and is running during Volunteers' Week. We are planning to repeat the #VolunteerReady campaign and run a Volunteering month throughout June. I am currently planning this, so I will update you all with NAVCA plans and an updated communications toolkit. Any questions or ideas, let me know!