

1. Campaign Overview

The "Tea for VE" campaign leverages the historic significance of VE Day by encouraging communities to host tea parties in 2025, marking the 80th anniversary.

As a non-profit initiative, the primary goal is to foster deep engagement across diverse audiences

—including Haig Housing's tenants, veterans, the broader public, and corporate sponsors

—while raising critical funds for the Haig Housing Trust, a charity dedicated to providing housing for veterans.

2. Target Audience Analysis

Primary Audience:

Haig Housing's Tenants: This group consists of older veterans or families connected to the military, who are already part of Haig Housing Trust's community. These individuals often respond well to campaigns that honor their service and provide a sense of community, making them ideal participants in the campaign. Importantly, they will receive vouchers to help offset the costs of hosting their tea parties, which enhances their ability to participate actively.

Veteran and Armed Forces Community: This includes active duty and retired military personnel and their families, who share a strong connection to the VE Day legacy. They are highly engaged in campaigns that support their peers and celebrate shared history, making them likely to host or participate in tea parties.

Secondary Audience:

General Public: This group includes individuals interested in military history, national celebrations, and charitable activities, particularly within the UK. Non-profit marketing to this audience focuses on emotional storytelling and demonstrating the impact of their donations on the community. While they won't receive vouchers, they can still engage by hosting or attending tea parties and donating to the cause.

Corporate Sponsors: Companies interested in enhancing their corporate social responsibility (CSR) profiles by supporting veteran-related causes. Corporate partnerships in the non-profit sector are essential for broadening reach and securing additional funding. Corporates can participate by

sponsoring tea parties, engaging their employees in volunteer efforts, and promoting the campaign within their networks.

3. Key Messages

- **“Commemorate with Us, Contribute for Them”:** This message positions the campaign as a way to honor the past while contributing to the future well-being of veterans. It resonates strongly within the non-profit sector, where the focus is on legacy and impact.
- **“Raise a Cup for a Cause”:** A simple, emotive call to action that ties the activity of hosting a tea party directly to supporting veterans. This is a common and effective strategy in non-profit fundraising, encouraging participants to connect their actions with meaningful contributions.
- **“Together in Remembrance, United in Support”:** This message unites the community aspect of VE Day with the collective effort to raise funds. It is crucial in non-profit campaigns that rely on communal and collective action to achieve their goals.

4. Communication Channels and Justification

1. Social Media (Facebook, Instagram, LinkedIn, Twitter)

- **Facebook:** Ideal for engaging an older demographic, particularly veterans and their families, who are likely to resonate with historical content. Non-profits often see high engagement here due to the platform's community-focused nature.
- **Instagram:** Reaches a broader, younger audience who are visually driven and likely to engage through photos and stories. Visual storytelling is a powerful tool in non-profit marketing, helping to convey the mission and impact.
- **LinkedIn:** Critical for engaging with corporate sponsors and promoting CSR initiatives. Non-profits use LinkedIn to build relationships with potential partners and highlight the societal benefits of their work.
- **Twitter:** Effective for real-time updates, live interactions, and engaging with influencers. Non-profits often use Twitter to quickly disseminate information and engage in relevant conversations.

2. Email Marketing

- **Tools:** Mailchimp or HubSpot for segmentation and automation.
- **Content:** The email campaign will include a series of messages—campaign launch, reminders, and post-event follow-ups. Messaging will be personalized based on the recipient's previous engagement with Haig Housing, ensuring relevance and maximizing impact.

3. Website and Blog

- **Content:** We will develop a dedicated landing page with campaign details, downloadable tea party kits, and a donation portal. Blog posts will cover VE Day history, veteran stories, and updates on the campaign's progress.

4. Local and National Media Outreach

- **Content:** Press releases announcing the campaign, feature stories on local participants, and interviews with veterans. This content will be designed to highlight the personal stories and impact of the campaign, resonating with both local and national audiences.
- **Analytics:** Measure the reach and quality of media coverage using tools like Meltwater or Google Alerts.

5. Corporate Partnerships

- **Content:** Sponsorship packages, internal communications toolkits for employee engagement, and joint press releases. This approach ensures that both Haig Housing and its corporate partners gain visibility and recognition for their contributions.
- **Analytics:** Track corporate engagement, sponsorships secured, and employee participation rates.

5. Creative Content Development

1. Visual Assets

- **Imagery:** Source archival photos from WWII and VE Day to create a nostalgic connection. Non-profits often use historical or emotional imagery to create a strong emotional response and connection to the cause.
- **Video Content:** Produce a short documentary featuring stories from WWII veterans, emphasizing the impact of the Haig Housing Trust. Non-profits frequently use documentary-style videos to tell stories that resonate with donors and stakeholders.
- **Design Tools:** Utilize Canva for easy creation of consistent branding materials, including social media templates, email headers, and website banners.

VE Day Campaign Examples:

- **Royal British Legion's "Poppy Appeal":** This annual campaign is known for its powerful use of symbolism (the red poppy) and its ability to evoke emotion. Drawing inspiration from this, "Tea for VE" could use the image of a teacup or the Union Jack to symbolize unity and remembrance.
- **National Trust's "Wartime Farm":** This campaign used historical reenactments to engage the public with WWII history. "Tea for VE" could incorporate similar elements by encouraging participants to host historically-themed tea parties, complete with WWII recipes and attire.

1. Creating Visual Assets:

- **Historical Imagery:** Source public domain images from archives like the Imperial War Museum, which Haig Housing could repurpose to fit the campaign's branding. Edit these images using Adobe Photoshop to add the campaign's branding or contextual messages.
- **User-Generated Content:** Encourage participants to share their own tea party photos on social media with the campaign hashtag. This content can be featured on the campaign's landing page or social media channels, creating a sense of community and engagement.
- **Video Production:** Consider producing a short documentary featuring WWII veterans discussing the significance of VE Day and their experiences with Haig Housing. This could be shared on social media and used as part of the corporate sponsorship pitch.

2. Example Posts and Articles

- **Facebook Post:**
 - **Text:** "Join us this VE Day and host a tea party to honor those who fought for our freedom. Every cup raised helps a veteran in need. #TeaForVE #VEDay80"
 - **Visual:** A nostalgic black-and-white photo of a WWII tea party, overlaid with campaign branding.
- **Instagram Story:**
 - **Template:** A user-friendly template encouraging followers to share their own tea party setups with a "Swipe Up" link to the donation page.
- **LinkedIn Article:**
 - **Title:** "How Corporate Sponsorships are Honoring the Legacy of VE Day and Supporting Veterans Today"
 - **Content:** Discuss the impact of corporate involvement in the campaign, highlighting specific partnerships and their contributions.

3. Examples of Imagery and Sourcing

- **Sources:** Utilize public domain archives such as the Imperial War Museum for historical images, and collaborate with freelance photographers for modern imagery.

6. GDPR Compliance

Data Handling

Privacy Policies

Opt-In Processes

7. Budget & Cost Analysis

- **Social Media Advertising:** £3,000 – targeting specific demographics on Facebook, Instagram, and LinkedIn. Non-profits often operate with limited budgets, so this allocation is designed to maximize reach and impact within those constraints.
- **Email Marketing Software:** £1,200 – for Mailchimp or HubSpot subscription, tools commonly used in the non-profit sector for their robust segmentation and automation features.
- **Creative Design (Visual Assets & Video Production):** £2,000 – including freelance graphic design and professional video production. Non-profits often invest in high-quality content to ensure their message is compelling and impactful.
- **Event Kits (Tea Party Materials):** £3,000 – for printing, packaging, and shipping to participants. Providing tangible materials helps non-profits create a deeper connection with their supporters.
- **Press and Media Outreach:** £1,500 – for PR services and media coverage, critical for non-profits to gain visibility and credibility.
- **Total Estimated Budget:** £10,700

8. Timeline

- **December 2024 – February 2025:** Planning and resource gathering; initial outreach to potential corporate sponsors and media outlets.
- **March 2025:** Campaign launch; social media ads go live; email marketing begins; website landing page and blog content published.
- **April – May 2025:** Active campaign period; local tea parties take place; ongoing social media and email engagement; media coverage peaks around VE Day.
- **June 2025:** Post-campaign activities; thank-you emails; publish impact report; follow-up on fundraising efforts. Non-profits emphasize post-campaign reporting to demonstrate transparency and impact.

Campaign Planning and Setup (December 2024 – February 2025)

1.1. Define Objectives and KPIs

- **Objective:** Raise awareness and funds for Haig Housing Trust by commemorating the 80th anniversary of VE Day.
- **Key Performance Indicators (KPIs):**
 - **Engagement:** 1 million social media impressions with a 5% engagement rate.
 - **Email Marketing:** 25% open rate and 10% click-through rate.
 - **Website Traffic:** 50,000 unique visitors with a 5% conversion rate on the donation page.
 - **Fundraising Goal:** Set a specific financial target based on Haig Housing's needs and historical data.

1.2. Build Your Campaign Team

- **Roles:** Assign responsibilities across your team for social media management, email marketing, website updates, PR outreach, and corporate partnerships.
- **Tools:** Equip the team with tools such as Canva for design, Mailchimp or HubSpot for email marketing, Google Analytics for website tracking, Hootsuite for creating and scheduling content, and Meltwater for media monitoring.

1.3. Develop Campaign Assets

- **Branding:** Design a campaign logo and branding materials that reflect the significance of VE Day and Haig Housing's mission. Ensure consistency across all platforms.
- **Content:** Create a mix of content including social media posts, email templates, landing pages, and blog posts. Use a mix of historical images, modern visuals, and compelling narratives.
- **Lead Magnet:** Offer a downloadable "Tea for VE" party kit as a lead magnet. This could include printable decorations, a VE Day history booklet, and donation forms. Promote it across social media and the website to gather participant details.

2. Campaign Launch (March 2025)

2.1. Launch the Campaign Landing Page

- **Landing Page:** Create a central hub for the campaign where visitors can download the tea party kit, learn about VE Day, donate, and register their own tea parties.
- **SEO and Content:** Optimize the page for search engines with keywords related to VE Day, veteran support, and charity events. Include blog posts that delve into the history of VE Day, testimonials from veterans, and updates on the campaign.

2.2. Social Media Marketing

- **Platforms:** Launch the campaign on Facebook, Instagram, LinkedIn, and Twitter.
- **Content Strategy:**
 - **Facebook:** Post video testimonials from veterans, updates on the campaign's progress, and historical content. Use targeted ads to reach military families and history enthusiasts.
 - **Instagram:** Share visually appealing images and stories featuring tea party setups, historical photos, and user-generated content with the hashtag #TeaForVE.
 - **LinkedIn:** Post articles and updates that appeal to corporate sponsors and highlight the impact of their contributions.
 - **Twitter:** Live-tweet events and encourage real-time interactions with followers using campaign hashtags.

2.3. Email Marketing

- **Segmentation:** Use your email list to segment your audience into groups such as previous donors, corporate partners, and general supporters.

- **Content:** Send out a series of emails including the campaign launch, reminders, and follow-ups. Personalize messages based on engagement levels and past interactions.

2.4. Media and PR Outreach

- **Press Releases:** Send out press releases to local and national media announcing the campaign and its significance.
- **Feature Stories:** Pitch feature stories to key outlets, focusing on the stories of veterans and the impact of the campaign.
- **Interviews:** Arrange interviews with key Haig Housing spokespeople and veterans to be featured on TV, radio, and online publications.

3. Active Campaign Period (April – May 2025)

3.1. Community Engagement

- **Local Events:** Encourage communities to host their own tea parties and share their experiences on social media. Provide them with tools and resources to make their events successful.
- **User-Generated Content:** Highlight user-generated content on your social media channels and website. This could include photos of tea parties, stories from participants, and videos.

3.2. Corporate Engagement

- **Sponsorships:** Work closely with corporate sponsors to promote the campaign within their organizations. Offer tailored sponsorship packages that include branded materials and acknowledgment on Haig Housing's platforms.
- **Employee Participation:** Encourage corporate partners to involve their employees in hosting tea parties, volunteering, or fundraising.

4. Post-Campaign Activities (June 2025)

4.1. Follow-Up and Thank-Yous

- **Thank-You Emails:** Send personalized thank-you emails to all participants, donors, and sponsors. Highlight the success of the campaign and the impact of their contributions.
- **Impact Report:** Publish an impact report on the campaign's website, detailing the funds raised, the number of events held, and stories from veterans.

4.2. Evaluation and Analytics

- **Review KPIs:** Analyze the data collected during the campaign using Google Analytics, Facebook Insights, Mailchimp/HupSpot analytics, and Meltwater.
 - **Social Media:** Evaluate engagement rates, the success of different content types, and conversion rates.

- **Email Marketing:** Assess open rates, click-through rates, and the effectiveness of different email segments.
- **Website Traffic:** Analyze the traffic flow to the campaign landing page, the most visited sections, and the conversion rate.
- **Fundraising:** Compare the funds raised against the initial target and identify what worked well and what can be improved.

4.3. Continuous Engagement

- **Ongoing Communication:** Keep the momentum going by maintaining communication with your audience. Share updates on how the funds are being used and upcoming Haig Housing events.
- **Retargeting Campaigns:** Use retargeting ads to reach individuals who engaged with the campaign but didn't donate, encouraging them to contribute.

5. Calls to Action (CTAs) and Lead Magnet Strategy

5.1. Crafting Effective CTAs

- **Emotive Language:** Use phrases that resonate emotionally with your audience, such as "Raise a Cup, Honor a Veteran," or "Your Tea Party Can Change Lives."
- **Urgency:** Create a sense of urgency with time-sensitive language, e.g., "Join Us for the 80th Anniversary – Host Your Tea Party Today!"
- **Visibility:** Place CTAs prominently on the landing page, social media posts, and within emails. Make them stand out visually with contrasting colors and clear fonts.

5.2. Lead Magnet: Tea Party Kit (Exclusively for Haig Housing's Tenants)

- **Content of the Kit:** The kit will include VE Day-themed decorations, a guide to hosting a tea party, historical information about VE Day, and a donation form. Importantly, Haig Housing tenants will receive vouchers to help offset the cost of hosting their tea parties. These vouchers are a direct incentive for participation and ensure that the campaign reaches its goal of fostering community spirit.
- **Distribution:** The kit will be promoted across all communication channels. Haig Housing tenants can download it in exchange for their email address, which will be used to further engage them throughout the campaign.
- **Follow-Up:** After download, we will send a series of emails with tips on organizing the tea party, stories from other participants, and reminders to donate.

Distribution Plan:

A. Direct Mail:

- **Personalized Invitation:** Send a personalized letter or postcard to each tenant inviting them to participate in the "Tea for VE" campaign. The letter will include details about the campaign, the significance of VE Day, and a special mention of the enclosed voucher.

- **Kit Delivery:** The Tea Party Kit, including vouchers, will be delivered directly to tenants' homes. This ensures that every tenant has easy access to the materials they need to participate.
- **Follow-Up:** After the initial delivery, follow up with a reminder letter or postcard to encourage participation and use of the vouchers. This could include additional tips on hosting the tea party or sharing experiences on social media.

B. Tenant Events or Meetings:

- **Community Events:** Distribute the Tea Party Kits at tenant meetings or community events organized by Haig Housing. This allows for face-to-face interaction, where staff can explain the campaign and encourage tenants to participate.
- **Engagement Sessions:** Host small engagement sessions where tenants can discuss their plans for the tea party, share ideas, and get inspired by each other's enthusiasm. These sessions could also feature a presentation on VE Day's significance, further tying the campaign to the tenants' shared history.

C. Email Outreach:

- **Targeted Emails:** Send personalized emails to tenants with digital versions of the Tea Party Kit, including downloadable materials like invitations, decorations, and a digital voucher code. The email will also provide information on how to redeem the physical vouchers if needed.
- **Reminders:** Schedule a series of reminder emails leading up to VE Day, offering tips on how to prepare for the tea party, sharing stories from other tenants, and encouraging social media participation using a campaign-specific hashtag.

D. Phone Outreach:

- **Personal Calls:** For tenants who may be less tech-savvy, consider making personal phone calls to ensure they are aware of the campaign and understand how to participate. This personal touch can increase engagement, especially among older tenants.

5.3 Lead Magnet: VE Day Heritage Pack (for broader audience)

Content of the VE Day Heritage Pack:

1. **Exclusive VE Day Audio History Collection:**
 - **Content:** A series of downloadable audio recordings featuring first-hand accounts from WWII veterans, narrated by professional voice actors. This collection could include stories of victory, resilience, and life on the home front during the war.
 - **Purpose:** Provides a deeply personal connection to the past, encouraging participants to reflect on the significance of VE Day. It positions the campaign as a custodian of history, enhancing emotional engagement.
2. **Digital Scrapbook Template:**

- **Content:** A customizable digital scrapbook template where participants can compile their family's WWII stories, photos, and memories. This template is easy to use, with drag-and-drop features, and can be shared with family members or on social media.
 - **Purpose:** Encourages participants to actively engage with their family's history and the broader narrative of VE Day, making the campaign personal and meaningful. Sharing these scrapbooks on social media creates organic visibility for the campaign.
3. **Virtual "Victory in Europe" Quiz Night Kit:**
- **Content:** A ready-to-use quiz night package, complete with WWII-themed questions, a scorecard, and instructions for hosting a virtual event with friends and family. The quiz would include sections on military history, life in the 1940s, and VE Day facts.
 - **Purpose:** Provides an interactive and educational way for participants to learn about VE Day while socializing. This approach appeals to a wide audience and makes the campaign a multigenerational activity.
4. **Victory Garden Guide:**
- **Content:** A digital guide on how to create a "Victory Garden" in honor of VE Day, similar to those planted during WWII. The guide includes tips on what to plant, how to maintain the garden, and the historical significance of victory gardens during the war.
 - **Purpose:** Engages participants in a hands-on activity that ties them directly to the history of WWII. It encourages sustainable practices and provides a lasting reminder of their contribution to the campaign.
5. **Limited-Edition Commemorative Art Print:**
- **Content:** A high-quality, printable art piece designed by a contemporary artist, inspired by VE Day themes such as unity, peace, and remembrance. The artwork would be exclusive to those who download the pack.
 - **Purpose:** Provides a tangible, visually appealing keepsake that participants can print and display in their homes, keeping the campaign top-of-mind. It adds a touch of exclusivity to the lead magnet.

Distribution Plan:

1. **Website and Landing Page:**
 - The VE Day Heritage Pack will be prominently featured on the campaign's landing page, with a clear call to action encouraging visitors to download the pack. This page will be optimized for search engines with keywords related to VE Day, veteran support, and charity events.
2. **Social Media:**
 - We'll promote the VE Day Heritage Pack across all social media channels, using visually engaging posts that highlight each component of the pack. Posts will emphasize the exclusive value of the content, such as the limited-edition art print, to drive downloads. Hashtags like #TeaForVE and #VEDay80 will be used to create buzz and encourage sharing.
3. **Email Marketing:**
 - We'll send targeted emails to existing subscribers and new leads, offering the VE Day Heritage Pack as a free download in exchange for their email address. This will help build our email list while providing value to the

recipients. The follow-up email series will provide tips on how to use the pack's contents, share stories from other participants, and remind them to donate.

4. **Corporate Partners:**

- Corporate sponsors will be encouraged to distribute the VE Day Heritage Pack to their employees and networks as part of their CSR initiatives. This helps extend the campaign's reach and adds value to the corporate partnership by offering a unique, culturally significant resource to employees.

5. **Local and National Media:**

- The lead magnet will be highlighted in press releases and media outreach efforts, with a focus on its role in engaging the public and preserving the history of VE Day. Media coverage will help drive traffic to the landing page where the pack can be downloaded.

9. Measurement and Analytics

- **Social Media:** Use platform-specific analytics tools (Facebook Insights, Instagram Insights, LinkedIn Analytics, Twitter Analytics) to monitor engagement, reach, and conversions.
 - **Goals:** Achieve 1 million impressions across platforms, with a 5% engagement rate.
- **Email Marketing:** Monitor open rates, click-through rates, and donation conversions via Mailchimp or HubSpot.
 - **Goals:** Maintain a 25% open rate, with a 10% click-through rate.
- **Website:** Utilize Google Analytics to track page views, time on site, and conversion rates on the donation page.
 - **Goals:** Drive 50,000 unique visitors to the campaign landing page, with a 2% conversion rate.
- **Media Coverage:** Measure the number and quality of media mentions using tools like Meltwater.
 - **Goals:** Secure coverage in at least 5 national outlets and 15 regional outlets.

10. Learning from Other Non-Profit Campaigns

- **The "Great Get Together" (Jo Cox Foundation):** This campaign, which encourages communities to come together in honor of the late MP Jo Cox, provides a great example of how to use events as a focal point for fundraising and awareness. The "Tea for VE" campaign could similarly encourage community-led events, with downloadable kits and support from Haig Housing to ensure success.
- **"Remember a Charity Week":** Focused on legacy giving, this campaign used a mix of social media, email, and traditional media to engage audiences. For "Tea for VE," consider similar multi-channel approaches to maximize reach, including local radio or television segments that highlight the campaign's goals.