

Baby Bank Alliance

Communication and Marketing

March 2024

Baby Bank Alliance has been working collaboratively with a range of baby banks, corporate partners, organisations, and comms specialists to develop a brand and comms strategy that will establish a clear and compelling articulation of the Baby Bank Alliance, from which to grow awareness and influence of baby banks.

The Alliance's objective is to raise the profile and awareness of UK baby banks- to make sure more people know who they are, understand what we do, and feel inspired to support them.

Here are the slides that present this work, including the look and feel of the Baby Bank Alliance and the communications we plan to run, to build this vital awareness and engagement.

We are excited to share this work and keen to hear any additional ideas you have.

Baby Bank Alliance Communication strategy

Objective

Raise profile UK baby banks

Increase awareness of baby bank's critical role in communities and child poverty

Mechanisms

Inspire Support
Engage new audiences, develop understanding of baby banks and increase donations (nationally & locally)

Build relevancy
Child poverty is increasing, baby banks are a solution to the immediate crisis – positioning baby banks as a vital and impactful service

BBA Activities

National Data, impactful stories, headline calls for support

Activate media, marketing channels and campaigns; develop partnerships

Targeted and tailored moments to reach more distinctive audiences (public, policy, donors)

Baby banks

Engage and equip all baby banks members to their raise profile, come together and profile collective impact for families

**Each layer illustrating how it will help to achieve the objective above*

Baby Bank Alliance Communications Strategic Approach:

A vital step is to build the profile of the BBA and the understanding of UK baby banks -the scale, the critical role and impact they play in alleviating the impact of poverty for families in their communities

To do this we build awareness of baby banks through partnerships across media, marketing, charities and corporates, who will be critical in helping to warm up audiences to take action.

We will engage partners by:

- Sharing our impact data from baby banks (reach and scale)
- Highlighting the rising rates of referrals (increasing need for support)
- The challenges that families face (child poverty)
- Showcase the incredibly vital service that baby banks provide.
- How audiences can support baby banks to enable them to continue and scale their work.

Audience – below sets out the target audiences that the communications plan will influence to take action.

1. The public

For example, women ABC1 who have had children and who are looking for ways to give back via volunteering, donating goods or fundraising.

2. Corporate donors and partners

New and existing donors
- For example, Pampers, Sainsbury's, IKEA, Amazon, Children in Need

3. Partnerships

Build national partnerships with other organisations, creating opportunities to collaborate to support children living in poverty

For example, Home Start, NCT, Trussell Trust, Royal Foundation Centre for Early Childhood.

4. Baby banks

Members and non-members

Key moments –here are our phased activity over 3 distinct ‘moments’ in 2024, to facilitate maximum impact on increasing awareness and support for baby banks

National	1. Public launch	2. General Election	3. Winter Fundraising Campaign
	19 th June 24	Sept-October 24	November 24
	<p>Objective Illustrate the crisis of child poverty & need for baby banks. Raise awareness of the critical role that baby banks play in local communities to alleviate impact of child poverty</p>	<p>Objective Contribute to discussions and influencing in lead up to the General Elections on child poverty, by raising voices and experiences of families using baby banks.</p>	<p>Objective Generate income for local baby banks and the BBA, hinged on the cost and pressures of Winter (energy bills, clothing, festive celebrations).</p>
	<p>Target audience:</p> <ul style="list-style-type: none"> Public Partnerships Baby banks <p>Donate and support local baby banks</p>	<p>Target audience:</p> <p>Policy makers via Partnerships (feeding our data to partner orgs campaigning on manifestos)</p>	<p>Target Audience:</p> <ul style="list-style-type: none"> Donors- national corporates can give centrally to the BBA Public- directed to their local BBs.
Local alignment	<p>Baby banks piggyback on the national media and marketing activity through individual socials, sharing of local stories, data and impact with local press, aligning with BBA messaging.</p>	<p>BBA support baby banks to: Campaign local MP, attend Hustings, develop local campaigns, highlight impact (data and stories)</p>	<p>Drive in national donations for BBA that will be redirected to baby banks through the Development Fund & in-kind donations.</p> <p>Drive donors to support baby banks locally (donations, time, and goods)</p>

Baby Bank Alliance Brand Development

Below sets out the Baby Bank Alliance strategy on one page. This informs the BBA brand and comms strategy

Your challenge.

4.2 million children are living in poverty in the UK. This can mean babies and children lacking the essentials they need. Impacting their development and lifelong health.

Your mission.

We support and advocate for UK baby banks and families, to ensure babies and children have the essentials they need to thrive.

What you do.

- Grow a strong community.
- Boost baby banks' national profile.
- Increase funds and goods.
- Advocate & campaign.

Brand proposition.

Together for bigger change for children.

Brand story.

There are currently 4.2 million children living in poverty in the UK. This means babies and children are lacking the essentials they need to thrive. It impacts their development, outcomes and lifelong health. This shouldn't be happening.

This is where local baby banks step in. Sharing children's goods, loved but no longer needed, donated from one family to another. But a local baby bank can't solve this national problem by itself. So we've all joined forces.

We are the national Baby Bank Alliance. And we won't stand by and let this level of social injustice continue.

We are uniting a community of over 300 baby banks. Power comes in our numbers. And together we're solving the challenges which bring about bigger change.

As an active community, we share learning, tools and experiences. The emotional load. We empower baby banks, so families can benefit.

As a strong alliance, we harness the ambition and amplify the impact of baby banks, so they can reach more families that need them.

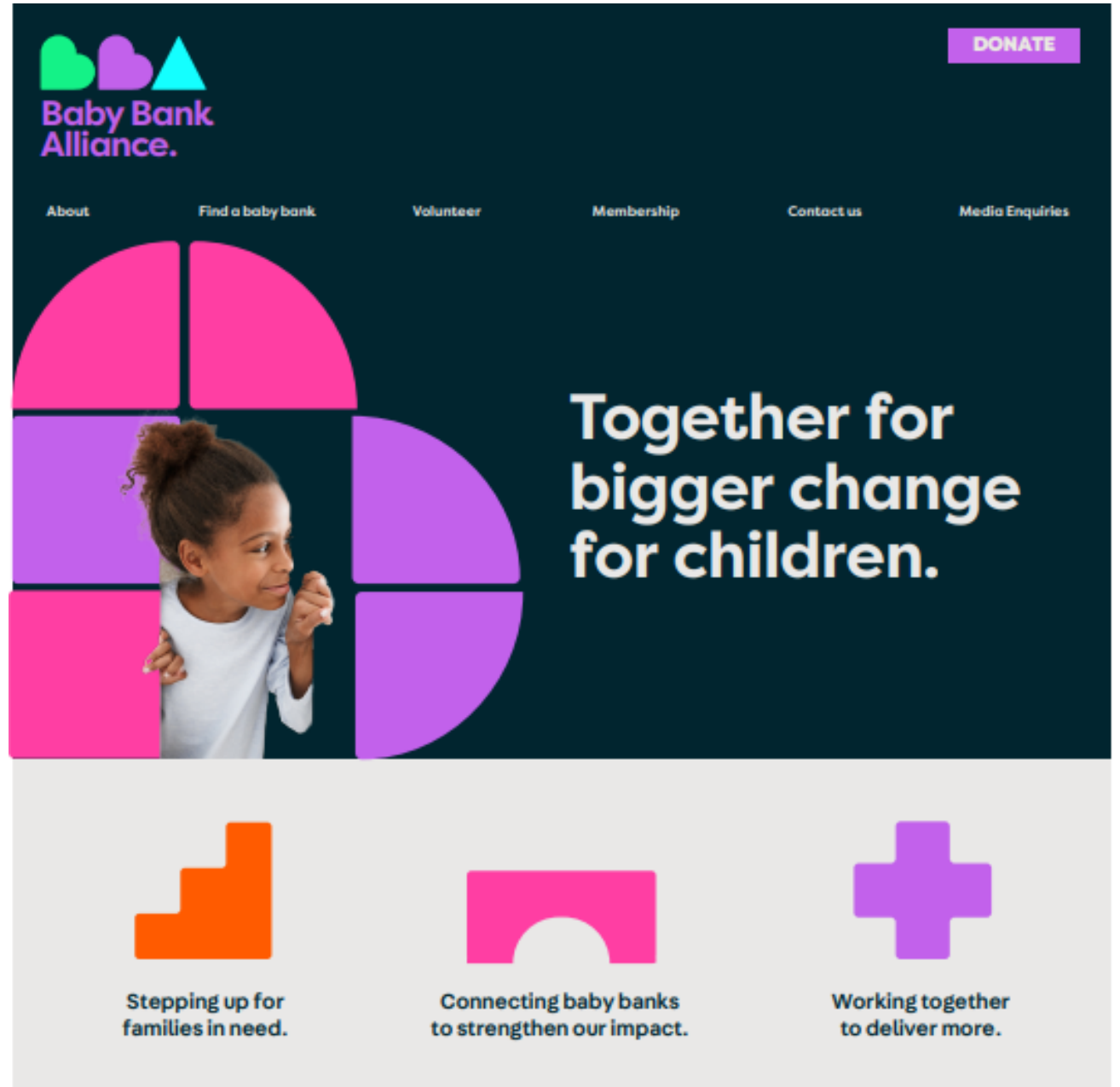
And through this forging of expertise we campaign for a better future for babies, children and families. Bringing in national partners and professional allies, to help create lasting change.

Join the Baby Bank Alliance. For bigger change. So all children thrive.

Potential logo



Website example



Members badge



How a poster could look



We support and advocate for UK baby banks and families, to ensure babies and children have the essentials they need to thrive.



united

We are uniting a community of over 300 baby banks. Power comes in our numbers. And together we're solving the challenges which bring about bigger change.



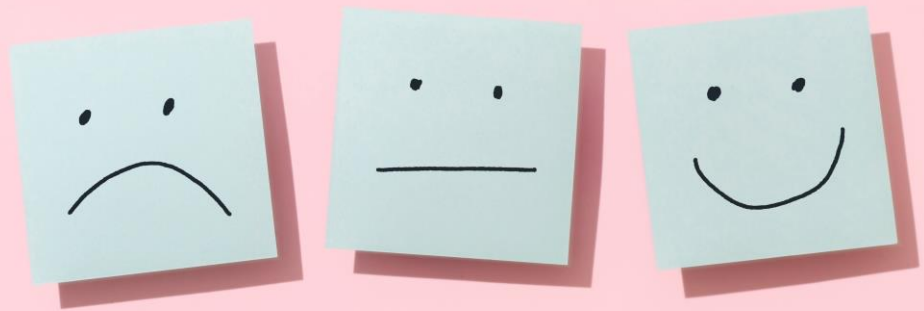
Baby banks, share children's goods, loved but no longer needed. Donated from one family to another.



We're supporting your local Baby Bank.

So can you.
babybankalliance.org





We want you to share any considerations or ideas that you have that build on the Alliance's communications strategy and branding

Click on [this link](#) to complete 5 quick questions.

Thank you so much for shaping the Alliance with us!