

CONNECT

THE
SOCIAL
SOCIETY

“

**CONNECT is a four week
community programme for
charities, community groups, CICs
and social enterprises working
hard to do great things.**

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CONNECT Partners



Crowdfunder.co.uk

Where ideas happen.



HOLLANDS ASSOCIATES
PR & MARKETING

+Social for Good+

Plus+
accounting

chartered accountants




CENTRE *for*
ECOTHERAPY




FREEDOM WORKS



Roffey
Park
Institute


ELECTRIC
PEACH
STUDIO

THE
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SOCIETY

18th July

11th August

£159 per person.

Book [HERE](#)

£120 per remote place.

Book [HERE](#)

**To find out more or for specific questions email
the team at**

connect@thesocialsociety.org.uk

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What's included in the programme?

Training sessions in

Marketing and social media - Building an agile social media strategy for your charity

Brand storytelling - Creating an impactful brand story with Sophie Lee

Research and Impact - Decoding what people really want!

Leadership and development - Growing the leadership skills needed to become an effective and impactful manager

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What's included in the programme?

- **1:1 Charity mentoring sessions** - Book in a one-hour mentoring session and workshop your most pressing challenges.
- **Connection calls** - Get connected through The Social Society's network of community legends. Need a graphic designer? Someone in politics? Want to know who manages the local scout programme? Book a 1:1 with community manager Sarah and expand your own network.
- **Outdoor immersion** - Nature, well-being and connection.
*(*There will be marshmallows, just saying *)*

What's included in the programme?

- **Fireside chats** - Sustainability and regenerative practice.
- **Expert panels and Q&As**
- **Crowdfunding** - Bespoke workshop for charity fundraising with Q&A
- **1:1 Bookable sessions** from leading experts in finance, digital, web and accessibility.
- **In-person roundtables** on innovation and leadership in the third sector.
(**Worthing & Hove**).
- **Sealanes skill swapping-** The stickers are out (**If you know you know**) for our private knowledge-sharing, networking and skill-swapping session.

PARTNER Sessions.

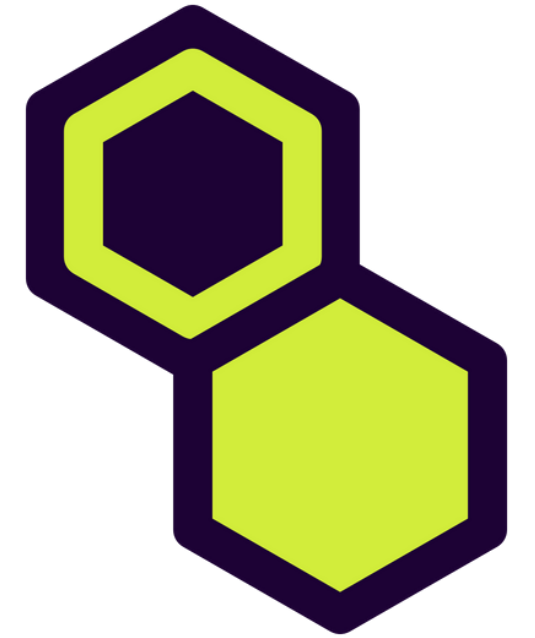
**Bookable slots are
available across the
four week
programme**

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What's on offer?

Barry Bloye is a web developer and accessibility consultant. Barry is offering our cohort 1:1 advice sessions on how they can make their websites accessible to all, including those with different physical, cognitive and situational needs.

Jake Standing is the Director at Plus Accounting and will offer free 1:1 financial advice sessions across the cohort. As well as being the Director of Plus Accounting Jake is also a charity trustee and is familiar with the challenges faced inside the third sector.



**Plus⁺
accounting**

chartered accountants

PARTNER Sessions.

**Bookable slots are
available across the
four week
programme**

What's on offer?

Toni Finnimore is the founder of The Social Society and has twenty years of experience in community development and the management of community services. She will be offering personalised 1:1 mentoring sessions for those in the cohort.

Sarah Hadwen is The Social Society's community manager, business coach and expert connector. If you need a connection, Sarah can help! Book a slot with Sarah and expand your network.

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18th July

11:45

13:00

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Welcome, and overview of the CONNECT programme.

Patrick Olszowski - Decoding what people really want!

Patrick is the founder of Outrageous Insight, a collective of qualitative researchers and trainers who believe that great questions can create incredible change and unleash everybody's awesome. Patrick is a former health lobbyist and campaigner.

Patrick will be talking about how to do research with customers, donors, campaigners, and politicians. Particularly how tempting it is to launch new stuff without understanding the true problems that they face. He will share 8 principles you can use to do research today even if you're not a researcher, have no budget and are scared about talking to people!



20th July

10:00

11:00

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Creating an impactful brand story with Sophie Lee founder of Electric Peach.

In this 60-minute session, learn what makes a brilliant brand and how to tell your story in a way that engages, inspires, and unites your audiences in your cause.

Attendees will receive a special discount offer for 121 brand support from workshop host, Sophie Lee, founder of Electric Peach.



20th July

13:00

14:00

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Live Q&A - Gina Hollands

Join us for a live Q&A with the founder and director of Holland Associates a PR & Marketing agency based across the South East.

In this 60-minute live we will be exploring how charities and organisations with little to no budget can approach PR and spread their message far and wide. Come with questions specific to your organisation!



HOLLANDS ASSOCIATES

PR & MARKETING

25th July

12:00

12:45

**1:1 Mentoring and
connection sessions
from 09:00- 16:00**

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Zoe Rees Oliver - Crowdfunding, where do we start?

Join us for a live Q&A on crowdfunding for charities, Cics and social enterprises. Nicole will be delivering a short overview of the crowdfunding platform and answering your questions about kickstarting your own campaign!



1:1 Mentoring calls & Connection calls

26th July

10:00

12:30

HOVE

**Freedom works Hove
Business Centre,
Fonthill Rd, Hove,
Hove BN3 6HA**

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Toni Finnimore, Innovation in crisis

(Roundtable x10)

Working in the third sector can often feel like working in a state of permanent crisis. Resources are low, funds are tight and finding new and innovative ways to deliver your service whilst looking after yourself and your team is becoming increasingly difficult.

Join this small roundtable as we unpick the challenges involved with working in the third sector and find collective solutions to the day to day



27th July

15:00

21:00

**1:1 Mentoring
and connection
sessions from
09:00- 14:00**

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1:1 Mentoring calls & Connection calls

Join us for an afternoon and evening of campfires and connection at the **Centre for Ecotherapy**. (Attendance and timings flexible)

The site is located in the beautiful local resource that is Stanmer Organics, at Stanmer Park, Brighton. There will be walks, campfire conversation on sustainability and regenerative practice, marshmallows, hot chocolate and maybe a campfire song or two.



1st August

14:00

15:00

**1:1 Mentoring
and connection
sessions from
09:00- 13:00**

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Ben Baginsky- Growing the leadership skills needed to become an effective and impactful manager

Organisations of all sizes and types and in all industries are asking how they might survive and thrive in a constantly changing world where complexity is increasing, and resources decreasing.

One thing that organisations need more than ever is leadership. Not leaders, but leadership – leadership is the art of holding steady in the midst of intense pressure to enable others to keep creating and giving their best – in order to achieve ambitious and important goals.

This session will draw on your experience and ours at Roffey Park to explore what it takes to draw out this kind of leadership in yourself and others.



3rd August
11:30

Kerry Watkins, founder of Social For Good, will talk you through the process of building an agile social media strategy for your charity. There are 8 essential elements to a strategy and Kerry will guide you through these with some practical exercises to start working on your own strategy.

This session will cover:

- The 8 steps to Building a social media strategy
- How to set measurable objectives
- The importance of audience personas
- Choosing appropriate networks in the current social landscape
- Mapping out your content themes
- Best practice for community management
- How to measure success
- Useful tools and software to help you manage social

+Social for Good+

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4th August

10:00

12:30

WORTHING

**Creative & Digital Hub,
Stoke Abbott Rd,
Worthing BN11 1HJ**

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Toni Finnimore, Innovation in crisis

(Roundtable x10)

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8th August

13:30

15:30

Sealanes

300 Madeira Dr,

Brighton BN2

1BX

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Join us in a private space at Sealanes for an afternoon of networking, skill swapping and knowledge sharing.

In true charity hangout style, we will bring the stickers

I need a skill

I have a skill

I'm just here to connect

You will then have the opportunity to ask for help, offer your skills, and connect with charities in the cohort.

Fika will be open for coffee, connection and some good old conversation.
(* Food also, the food is delightful *)



10th August

CLOSING EVENT

To be voted on by the cohort

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