



End Digital Poverty Day

Communications & Fundraising Toolkit | 2024

digital
poverty
alliance



End Digital Poverty Day

A message from our CEO

On September 12, we will come together for the second annual End Digital Poverty Day, an event hosted by the Digital Poverty Alliance. This day is a crucial opportunity to raise awareness, engage communities, and mobilise support to end digital poverty across the UK.

In this communications and fundraising toolkit, you will find a range of resources and tools designed to help you advocate for this vital cause. From fundraising ideas and promotional materials to actionable steps, we have provided everything you need to make a significant impact. Your involvement – be it through donations, organising events, or spreading the word – is essential to our mission.

Our events include webinars, workshops, educational sessions, and a [Gala Reception at the Cartoon Museum in London](#). These activities provide valuable opportunities to learn, contribute, and connect with others dedicated to ending digital poverty.

Thank you for your commitment to this important initiative. Together, we can build a more digitally inclusive society and ensure equal opportunities for all.

Sincerely,



Elizabeth Anderson
CEO, Digital Poverty Alliance



End Digital Poverty Day

What is digital poverty?

Digital poverty is the inability to interact with the online world fully, when, where, and how an individual needs to. The alarming reality is that 1 in 7 adults and 1 in 5 children in the UK are digitally excluded. This divide exacerbates socio-economic disparities, severely limiting access to education, employment, and social interaction.

The high cost of broadband further widens this gap, leaving many families disconnected. This exclusion impacts individual earnings, reduces the efficiency of government services, and weakens social cohesion, deepening feelings of isolation.

Addressing digital exclusion is essential to combating poverty. Digital access is crucial for education, job opportunities, and affordable utilities. Bridging this divide is a moral imperative and a critical step towards fostering equity and unlocking significant economic benefits. Immediate and decisive action is needed to ensure everyone can fully participate in and benefit from the digital age.

We are here to help!

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End Digital Poverty Day

Bridging the digital divide

Our National Delivery Plan

This past June, the Digital Poverty Alliance (DPA) hosted a landmark event at Carlisle Cathedral, unveiling our updated National Delivery Plan (NDP) – a comprehensive roadmap to ending digital poverty in the UK – and officially launching the Charter for Digital Inclusion.

The updated NDP builds on the latest research and stakeholder feedback, focusing on critical areas such as advancing the affordability of connectivity, enhancing media literacy, particularly with the rise of AI, and broadening access to essential digital services like healthcare. The DPA is intensifying its advocacy efforts to ensure digital inclusion remains a central topic in national policy discussions.

[Read the NDP](#)

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Charter for Digital Inclusion

The Charter for Digital Inclusion is more than just a document; it calls organisations across all sectors to integrate digital inclusivity into daily operations, representing a collective commitment to bridge the digital divide and foster an inclusive digital society.

By signing the Charter, organisations commit to at least three actions: raising awareness by amplifying the understanding of digital poverty, ensuring digital services are user-friendly and accessible to all, encouraging the donation of digital devices to those in need, providing resources and training to enhance digital literacy and skills across communities, and collaborating with other organisations to maximise impact.

[Sign the Charter](#)



End Digital Poverty Day

Engaging your community

Use our ready-made assets

We have prepared a comprehensive collection of ready-made print and digital assets to help you share the message effortlessly. By using these resources, you can ensure a consistent and impactful outreach, highlighting the importance of digital inclusion and the steps we can take together to address digital poverty.

Our assets include an eye-catching poster and social media graphics, designed to maximise awareness and support. Share these materials across your platforms to amplify our collective voice and inspire others to join the cause. Your participation is crucial in driving change, making a significant difference in bridging the digital divide.

[Download here](#)

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Suggested social media posts

Linkedin & X (Twitter)

1 in 7 adults and 1 in 5 children in the UK face digital poverty. This End Digital Poverty Day on 12th September, let's come together to change these statistics. Share this post, raise awareness, and advocate for universal digital access. Together, we can create a digitally inclusive future! | **#EndDigitalPovertyDay**

1 in 7 adults and 1 in 5 children in the UK face digital poverty. On 12th September, join **#EndDigitalPovertyDay** and help us make digital access a basic human right. Share and inspire change!

On September 12th, join us for **#EndDigitalPovertyDay**. With 1 in 7 adults and 1 in 5 children in the UK facing digital poverty, let's make digital access a universal right. Share this message and be a part of the change!



End Digital Poverty Day

How you can get involved

As an advocate for ending digital poverty, you have the power to create significant change. Here are several ways you can participate in End Digital Poverty Day:

1. Spread the Word

Amplify awareness across your network

Share the message of End Digital Poverty Day with your friends, family, and colleagues. Use your social media platforms, websites, or local networks to spread awareness about digital poverty and encourage others to join the cause. Share educational resources, personal stories, and inspiring success stories to motivate others to take action.

3. Run an Event

Online or in-person

These could include workshops, seminars, or panel discussions focused on the challenges faced by those affected by digital poverty and the collaborative solutions we can implement. By bringing together diverse perspectives, these events can foster a deeper understanding and drive collective action to bridge the digital divide.

2. Raise Funds

Support digital empowerment

Launch a fundraising campaign or event to support initiatives that provide devices, internet access, and digital literacy programmes to disadvantaged individuals and communities. Every donation helps us provide essential support to those in need, transforming lives and bridging the digital divide.

4. Attend an Event

Online or in-person

Participate in local events such as the Great North Run, workshops, and webinars organised nationwide. By attending, you demonstrate your support and contribute to the collective effort to combat digital poverty. Your involvement not only raises awareness but also helps drive meaningful change in bridging the digital divide.

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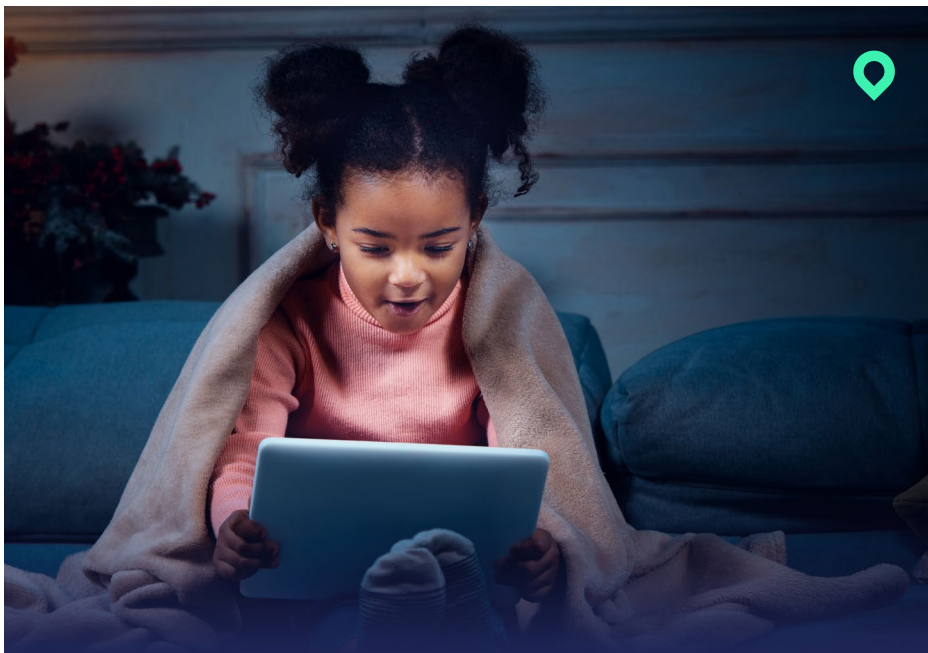
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More fundraising ideas

There are countless impactful ways to support the fight against digital poverty through fundraising. Here are some creative and compelling ideas to inspire your efforts:



- Crowdfunding Campaigns
- Silent Auctions
- Raffles
- Matching Gift Programmes
- Workplace Giving Programmes
- Sponsored Activities (runs or walks, for example)
- Bake Sale
- Pub Quiz
- Office Challenges
- Employee Charity Committees
- Office Charity Events
- In-kind Donations (used tech, for example)
- Workplace Lottery
- Casual Dress Day(s)

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Fundraising tips & FAQs

Launching a successful fundraising campaign requires thoughtful planning and strategic execution. Here are some essential tips to guide you:

How to run a successful campaign

- **Set a Fundraising Goal**

Determine how much you aim to raise.

- **Identify Your Target Audience**

Decide whether to focus on business owners, young people, families, or another local group.

- **Plan in Advance**

Organise your event well ahead of time to avoid last-minute issues.

- **Raise Awareness**

Promote your fundraiser both online and in person, using social media to build excitement.

- **Include DPA's Details**

Ensure all marketing materials feature our charity's details.

Where will our raised funds go?

Funds raised for the Digital Poverty Alliance support four key activities: advocating for change, conducting research, uniting our community, and running projects like Tech4Families, which provides laptops to families in need across the UK.

Can the DPA Support Me on Social Media?

Use the hashtag #EndDigitalPovertyDay and tag us @digipovalliance to have your social media campaign reposted by us.

Can I use the DPA's logo?

Yes, you are welcome to use our logo to promote your fundraising events. However, written permission is required prior to any usage. For more details and guidelines, please contact Joel Tiller, Head of External Affairs, at joel@digitalpovertyalliance.org.

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End Digital Poverty Day

Donating funds to the DPA

We appreciate your support for End Digital Poverty Day 2024. Your fundraising efforts will significantly impact the lives of individuals and communities affected by digital poverty. Various donation options are available to you.

1. Online Donations

[Via digitalpovertyalliance.org](https://digitalpovertyalliance.org)

Visit our website and navigate to our donation page, where you can choose the amount you wish to donate. We accept all major credit cards, debit cards, and online payment systems. Every contribution, no matter the size, makes a difference.

Rest assured that your personal and financial information will be handled with the utmost confidentiality and security.

[Donate here](#)

2. Direct Bank Transfer

[Via the DPA's banking details](#)

Account Name: Learning Foundation

Account Number: 01032943

Sort Code: 309349

Bank Name: Lloyds Bank plc, Godalming Branch

Please use "End Digital Poverty Day" as the reference. Make sure to email us the details, including your name and contact details.

[Contact us](#)

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End Digital Poverty Day

Donate devices to the DPA

Join us in tackling the urgent issue of digital poverty by donating your (or your organisation's) old or unused devices such as laptops, smartphones, or tablets to the Digital Poverty Alliance.

Through strategic partnerships with accredited suppliers, we ensure that all donated devices are responsibly recycled. Devices in good condition are refurbished and redistributed through our innovative proof of concept projects. Together, we can significantly reduce digital poverty and empower communities in need. Our suppliers hold ADISA accreditation, guaranteeing compliance with the highest standards of information security and providing you with thorough documentation regarding your donated devices.

Why Donate?

Up to 19 million people over the age of 16 are currently experiencing some form of digital poverty in the UK, lacking access to essential technology and internet connectivity. By donating your old devices, you contribute directly to our projects aimed at resolving this critical issue. Your generosity enables us to equip individuals, schools, and teachers with the necessary tools, opening up new opportunities and fostering digital inclusion.

[Donate here](#)

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