



**GIFT AID
AWARENESS DAY
THURSDAY 6 OCTOBER**

Get set for Gift Aid Awareness Day!

This year's Gift Aid Awareness Day will be held on:

Thursday, 6 October 2022

Every year since 2018, charities across the UK have been taking to social media in October to share the #TickTheBox message with donors, members, supporters and volunteers.

In 2022, we're once again inviting you to get involved in the #TickTheBox campaign...



INSPIRING
FINANCIAL
LEADERSHIP

#TickTheBox



Campaign messages for 2022

This year's #TickTheBox campaign will focus on the value of Gift Aid. We're inviting you to share on social media, on your website and in your newsletters, the impact that Gift Aid has on the people and communities you serve.

And whatever your charity's purpose, we want Gift Aid Awareness Day to be another opportunity to show others the amazing things you do, thanks to those donors who #TickTheBox.

Our first message for 2022 is:

When you
#TickTheBox
we can do so much more...

Times are hard for donors and charities alike. That's why we want to acknowledge those who have given so generously in the past year. Our second message to all those who remember to tick the box is:

If you
#TickTheBox
Thank you!





How to get involved

Get set for Gift Aid Awareness Day...

1. Download our social media toolkit.

Share our digital assets on the day, including logos, posters and graphics. And get creative with them too! If there are any particular assets you would like to see, please let us know!

2. Create and line up social media posts and content.

Prepare blog posts/articles explaining what Gift Aid is and the importance of Gift Aid to your charity. We want to make Thursday, 7 October the day #TickTheBox takes over on social media. We've added some sample posts to the social media toolkit.

3. Contribute your expertise to our new Knowledge Hub.

We'll be sharing open resources during Gift Aid Awareness Week on our website. If you're a CFG corporate partner with expertise in Gift Aid and would like to feature, please email your interest.





Getting involved on the day...

4. Share our first Gift Aid Awareness Day film.

In 2021, we joined with more than 20 other charities to co-create our first Gift Aid Awareness Day film. Please share the video widely to raise awareness and embed it on your website. Visit: bit.ly/TickTheBoxFilm.

5. Get on social media and let's get trending!

Post and share the #TickTheBox and #GiftAidAwarenessDay hashtags as much as you can. Thank your donors for ticking the box and remind them of the impact Gift Aid has. Help the campaign to get trending!

6. Join us in our webinar session with HMRC and partners.

If you would like to register your interest in our Gift Aid webinar, please [email the Policy Team](mailto:policy@cfg.org.uk) (policy@cfg.org.uk) and let us know how many people wish to join. We'll be in touch with more details about the online event nearer the time.

7. Download and share the [CFG Guide to Gift Aid](https://bit.ly/CFGGAGuide) (bit.ly/CFGGAGuide).

8. Signpost and share other resources.

If you have any other useful resources or information, please signpost and share for other charities. We still need to close that £560m Gift Aid claims gap!





Thank you

Thank you for supporting this year's Gift Aid Awareness Day. If you have any questions or ideas as to how to make the campaign even bigger and better in 2022, please email us: [Emma Abbott](mailto:emma.abbott@cfg.org.uk), Communications Manager (emma.abbott@cfg.org.uk) or [Dr Clare Mills](mailto:clare.mills@cfg.org.uk) Director of Policy and Communications (clare.mills@cfg.org.uk), CFG.

About Gift Aid Awareness Day (#TickTheBox)

CFG launched the very first Gift Aid Awareness Day in 2018 to encourage donors to 'tick the box' and explain why this tax relief is so vital. The campaign captured the imagination and today the #TickTheBox hashtag has become synonymous with Gift Aid in the minds of many.

Not only is the campaign widely recognised by charities and the public, but it has also helped to strengthen the message that Gift Aid is a vital source of income for charities. Gift Aid is worth around £1.3bn to the UK charity sector each year. It's a phenomenal amount, but it could be even more.

Every year, around £560m goes unclaimed. We want to see that amount reduce by encouraging every eligible donor to #TickTheBox and by supporting charities to not miss out on a single potential claim.

