



INFORMATION SHEET

The Marketors' Charity Marketing Grants Programme 2021-2

To inspire and enable smaller charities to run marketing campaigns that will have a real impact in support of their cause.

Supported and funded by The Marketors' Trust

The Worshipful Company of Marketors (often referred to as "The Marketors") is the City Livery Company for marketing professionals. Members have demonstrated that they have achieved, or are on their way to achieving, mastery and excellence in marketing.

The Marketors' Trust is the charity associated with the Marketors and two of its key aims are to promote the profession of marketing and support good causes.

The Marketors believe in the power of marketing to deliver economic and social good. We have launched this Grants Programme, which is being funded by the Trust, to help smaller charities that may have great ideas about marketing campaigns they would like to run but lack the funds to do so.

Grants Fund

There is a total grants fund of £20,000, which will be allocated as follows:

- One top grant of £10,000
- Four grants of £2,500 each

Charities awarded these grants will also be offered marketing advice and support from the Marketors' Outreach team for the development and running of their campaigns.

Eligible charities

The Grants Scheme is open to UK charities registered with The Charity Commission for England and Wales. The following criteria apply:

- The scheme is open to independent, separate charities and not those that are part of a parent or larger group
- The charity must have an annual income of between £10,000 and £100,000
- It must have up to date accounts filed with The Charity Commission

Eligibility criteria for Marketing Grants

These grants are for the purpose of funding marketing campaigns and are *not* available for staff costs, capital investment, hardware or infrastructure work or ongoing SEO/PPC activity though the campaign can have an element of PPC or SEO.

Examples of campaign proposals that would be eligible include:

- general fundraising campaigns
- activities aimed at increasing regular donations
- proposals for the recruitment of volunteers
- campaigns to raise awareness of the charity's activities

Campaign proposals must be for a discrete activity that is time limited to no more than six months.

Judging process

All applications will be screened for adherence with the eligibility criteria.

Valid applications will be considered by the judging panel, which will short list a maximum of three for the top grant of £10,000 and a maximum of six for the four smaller grants of £2,500.

Short-listed charities will be invited to attend a meeting of the judging panel to present their proposals personally. The Marketors' Trust will reimburse reasonable travel expenses for a maximum of two charity representatives to attend the panel, which will take place in central London.

The judging panel's decision will be final.

Judging panel

There will be a judging panel of five:

- The panel will be chaired by John Hooper CBE, past Chairman of The Marketors' Trust
- The Chairman of the Marketors' Outreach Committee
- Three other panel members

Judging criteria

The judges will be looking for proposals which in their view are most likely to deliver successfully against the charity's (appropriate) written campaign objectives.

In addition to likely effectiveness, the judges will be looking for campaigns that show imagination and passion.

No charity will be disadvantaged on the basis purely of its aims or objects.

How to apply

Applications are invited online through our website www.marketors.org.

Timings

Closing date for applications is 10 January 2022.

The judging will take place over February/March 2022 and the winning charities will be announced in Spring 2022.

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