



Engagement for All: Embedding Diversity and Inclusion into Charity Communications

Dr Pip Gardner
Chief Executive (The Kite Trust) & Trustee (CharityComms)
They/Them or Ze/Zir



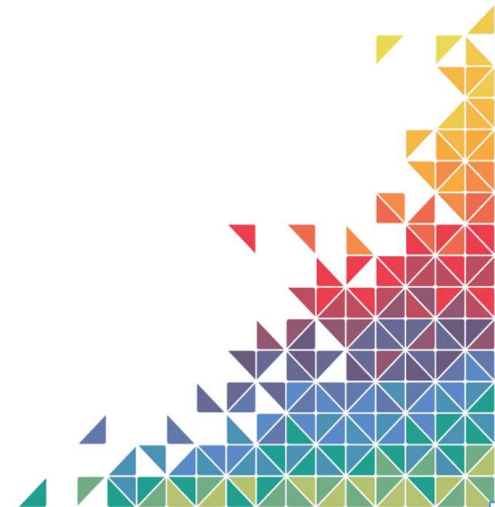


What This Presentation Covers:

- General principles for inclusive communications
 - Comms as a representation of different lived experiences
 - Using comms to bring people in
 - Using graphics and challenging stereotypes

01223 369508

info@TheKiteTrust.org.uk



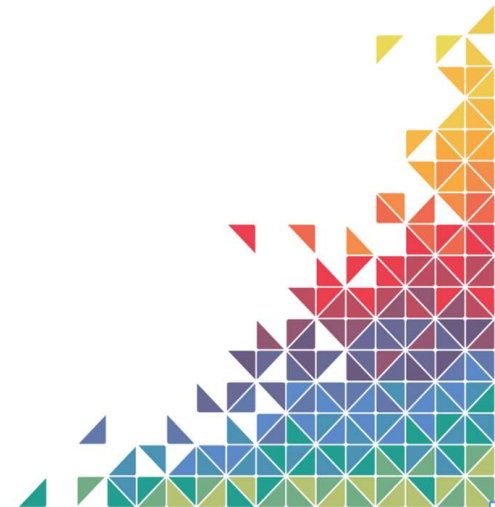


Representing Different Lived Experiences

- We communicate conscious and unconscious messages of who is included
- Involve individuals with diverse lived experiences
- Conduct regular user research and consultation

01223 369508

info@TheKiteTrust.org.uk





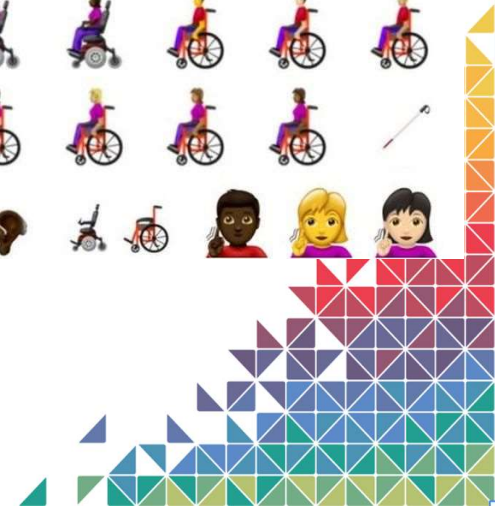
Representing Different Lived Experiences

- **Experiences of racism:** Collette Philip explored how we can use brand to be actively anti-racist in a [mini-workshop for CharityComms](#).
- **Experiences of poverty:** Joseph Rowntree Foundation have [produced a guide for media professionals](#).
- **Experiences of gender:** [Creative Review](#) and [American Marketing Association](#) have explored this in recent years.
- **Experiences of disability:** Creative Review [discuss this in terms of visual representation](#) and Marketing Society explore [disability representation in the language of emojis](#).
- **Experiences of being LGBTQ+:** Ogilvy and Mather have a [useful list of does and don'ts of LGBTQ+ inclusion in brand advertising](#).



Using Comms To Bring People In

- Icons and photos:
 - convey messages quickly
 - often result to stereotypes or majority representation
- Representation shows minority groups are welcomed
- TOP TIP: a range of imagery with the same style





Top Tips

- Challenge stereotypes, don't reinforce them
- You won't get it all right overnight
- Start with small experiments in user research and iterate
- Align your style guide with resources produced by experts

• More at: <https://www.charitycomms.org.uk/using-language-to-be-an-inclusive-brand>

01223 369508

info@TheKiteTrust.org.uk





Thank You

