

Corporate Opportunities 2024

Promoting your brand to
charity retailers



Advertising, sponsorships,
exhibiting and more

Charity
Retail
Association®
25 YEARS

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WHAT IS THE CHARITY RETAIL ASSOCIATION?

Now in our 25th year, we are the UK's trade association for charity shops and charity retailing.

With almost 500 charities in our membership community – both large and small, we represent over 9000 retail outlets across England, Scotland, Wales and Northern Ireland, employing more than 26,000 people and creating opportunities for more than 186,000 volunteers. We also have members from overseas, with a large representation of shops in the Republic of Ireland.

What we do:

- Lobby on key issues including Gift Aid, waste charging and donated stock supply
- Provide a community and collaboration through a comprehensive schedule of events
- Promote best practice through policy guidance, mentoring and other practical resources
- Increase public support for charity retail through campaigns
- Carry out and commission research for benchmarking and informing decision-makers and media
- Provide training and learning opportunities.

[View our charity members here](#)

Charity Retail Association®
The voice of charity retail **25 YEARS**

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WEBSITE ADVERTISING

Choose a 3, 6 or 12 month advertisement on the CRA's website.

Your advert will appear on all pages of our website in both the public and members' areas. The advert is 263 px wide by 125 px high in jpg or gif format - static or rolling.

3 months - £300 + VAT

6 months - £575 + VAT

12 months - £995 + VAT

FIND A SHOP SPONSOR

The most popular area of our website. 900,000 views in 1 yr.

Whether the '[Find a Shop](#)' home page or that of a listed shop – the sponsor logo is on all results pages and is the top hit when you type “find my nearest charity shop” in your preferred search engine. Additionally, '[find an e-shop](#)', included in this package, pulled in 8061 unique views in 2023 and is the fifth most popular page on our site. That's a lot of exposure to charity retailers and those interested in charity shops!

Simply provide the logo and link you wish the image to click through to and we will do the rest!

1 year - £3500 + VAT

6 months - £2000 + VAT

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RESEARCH PROGRAMME SPONSOR

Identified by charity members as their key benefit, they get free access to charity retail market analysis and benchmarking reports.

The quarterly reports (QMAs) offer information that cannot be found anywhere else on a range of subjects: from donated goods, bought-in goods and Gift Aid, average shop turnover, number and value of transactions, rag prices, comparisons to commercial retailing, and comments from Heads of Retail on the impacts on income each quarter.

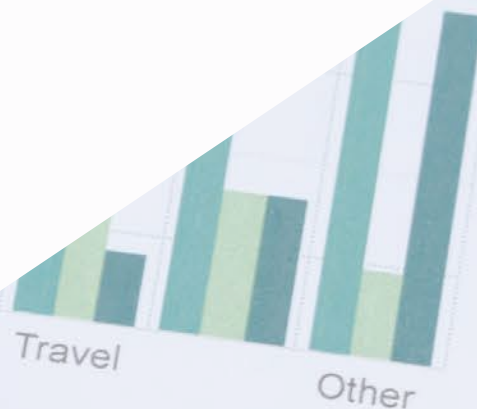
By sponsoring our research programme your organisation's branding and web link will appear:

- on our public and members' research pages - with a short quote
- on all surveys, reports and executive summaries
- on all mailings to charity members relating to research, including up to 3 chase emails
- in a newsletter announcement of the sponsorship (4000 contacts)
- in thank you emails to completed survey participants
- in all related social media.

You can also have an advert in the QMA report and a campaign-related blog post for the CRA website and newsletter.

Align your company values with those of integrity and professional research values in a sector rich in social value and sustainability.

£3000 + VAT for 12 months



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CHARITY RETAIL CAREERS/JOBS SPONSOR

Supporting our Charity Retail Careers recruitment advertising service and Charity Retail Jobs social media campaign.

Our longstanding Charity Retail Careers recruitment advertising service has been a reliable and cost effective route for charity retailers to advertise their vacancies for many years. The dedicated mailing list has grown to 2500 as well as having access to the general newsletter mailing list of 4000 through weekly signposting. Adverts are also promoted on social channels. So the reach is considerable.

In addition, there is now a very well received social media campaign and newsletter running alongside this service with the aim of raising the profile of charity retail as a career choice, giving it a modern, creative, sustainable and community-minded feel. Social media posts are released once a fortnight across our channels with a corresponding interview with the featured employee. Your branding and web link would appear on all communications channels mentioned above - pages, posts and emails. You can write a campaign-related blog post too for our website and newsletter.

£4000 + VAT for 12 months

Pic: Maria Korodi, Shop Manager,
The Kirkwood

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CHARITY RETAIL WELLBEING SPONSOR

Supporting access to Retail Trust's online resources to help charity retail staff, volunteers and their families through tough times.

By supporting Charity Retail Wellbeing you are aligning your organisation's values, not only with the social value-rich sector that encompasses charity shops, but also with people. You are recognising the value of the charity retail workforce, and not only that - workforce in general. If we look after our people, we all benefit. And if that association wasn't enough - here are more benefits we can offer you:

- Branded wellbeing web page
- Branded, themed monthly wellbeing article for CRA website and newsletter (4000 contacts)
- Produce your own wellbeing blog content for web and CRA newsletter - up to four per year
- Branded monthly wellbeing social media posts across four channels

Health and wellbeing has been increasing in prominence in the workplace since the very early 2020s for many reasons. The retail space has its own unique challenges, which have been exacerbated in recent times. Comprehensive workforce wellbeing - once on the back burner - is seen as vital for a thriving organisation.

Retail Trust provide everything retailers and their families need in terms of advice, guidance and signposting. We have worked with them to allow our members' workforce - staff, volunteers, and their families - access to the Trust's extensive library of wellbeing brilliance. Your sponsorship will help support and expand this offering.

£3000 for 12 months

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SPONSOR A SOCIAL MEDIA CAMPAIGN

[View all campaigns available for sponsorship](#)

Coming up in February: Charity Shop Home

Celebrating the best in preloved furniture and homewares found in charity shops and online charity retail.

Running from 19 – 23 February, every day we will post our members' sustainable stylish room set-ups and expertly curated donated homewares across our social media channels.

We want to tell the world that creative, functional, unique and gorgeous living spaces don't need to cost the earth if you choose to reuse. Sponsorship features:

- Campaign assets co-branded with CRA and sponsor social media accounts are tagged on our posts
- Sponsor quote in the campaign press release where applicable
- Provide a campaign-related blog post for the CRA website and newsletter.
- Sponsor acknowledgment in newsletter features about the campaign.

Charity Shop Home: £2000 + VAT

Other campaigns vary: see [campaigns brochure](#)

SOCIAL MEDIA TAKEOVER

Take over our social channels – Facebook, X, LinkedIn & Instagram!

- Daily posts
- Teaser post the week before on CRA socials
- Newsletter teaser to 4000 contacts
- 1-1 support from our comms team
- Provide your own assets and text (CRA must approve of content)
- Discuss for further options, duration etc.

Prices start from £3000 + VAT

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THE CHARITY RETAIL VIRTUAL MARKET

Want to demo your new product, share unique insights or talk through some tech? This could be right up your virtual street...

We are keen to expand the online portfolio of specialist insight available to charity members. As we operate in a time-poor sector, where not everyone can log in to a 'live webinar' at a set time and date, we are offering a new online resource that charity members can download at their leisure.

We will facilitate a 30-minute pre-recorded webinar where you can set the agenda and present what part of your business is most valuable to you and your clients. We take care of the rest - including publicity and distribution.

We can arrange for a link to your webinar from your CRA directory entry to our YouTube channel, if you so wish. Or it can stay available on request to CRA members only.

The beauty of this corporate showcase is that it can be recorded and released at any time that is convenient to you.

£500 + VAT per webinar

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MEMBER RESOURCE DIRECTORY

An A4 advert on the back of our 4 page Resource Directory that lists all of our services for charity members.

The Resource Directory will be:

- emailed directly to all charity main contacts (mailing list of 490)
- the main article in an edition of Charity Retail Voice around renewal time (4000 contacts)
- emailed by the CEO to his Leaders' mailing list (about 450 contacts)
- launched for new sponsor on our social media channels (Facebook, Instagram, Twitter, LinkedIn)
- prominently placed for download on our home page and membership page
- emailed to potential charity members as part of a recruitment drive (mailing list of 200+).

Further benefits:

- Your logo on the front cover
- Change the advert on the back as often as you like for no further charge
- Promote the directory via your own channels to demonstrate your support for our services.

Price: £2000 + VAT for 1 year

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GIFT AID SPECIAL INTEREST GROUP SPONSOR

Popular, bi-annual, in-person networking and learning events in May and November 2024.

In our special interest groups we facilitate representatives from our charity members to meet with people who have similar roles within other charity retail operations to discuss topics relating to their area of work and listen to expert speakers.

In 2024 we are opening up special interest groups for branded sponsorship from corporate members, starting with our Gift Aid group.

If you are a corporate member that has an offer or product related to supporting our charity retailers to claim Gift Aid, this sponsored branding opportunity may be for you! By sponsoring our Gift Aid Special Interest Group Meetings your organisation receives the following opportunities:

- host an exhibition stand at the events (6ft x 4ft)
- give a five minute welcome address
- your logo on all related web posts, booking site and meeting documents
- attendee list, including name, organisation and role title prior to the event.
- blog piece for the CRA website.

£1500 + VAT for 1 year

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NATIONAL CHARITIES LUNCH SPONSOR

Enjoy lunch and network with leader representatives from the largest national charity retail organisations within our membership.

Thursday 7 March 2024, Central London

- Exclusive sponsorship, only one sponsor per event
- Links to company website on email comms relating to the lunch
- 2 x representatives from the company to attend the lunch
- Opportunity to say a few words at the lunch
- Participation in open forum and table discussion, led by the invited guest speaker
- Around 20 representatives attend, including CRA CEO Robin Osterley and Chair Emma Peake.

**SOLD -
next event
in Autumn**

At previous events we have had senior representatives attend from Barnardo's, Cancer Research UK, Cats Protection, Emmaus UK, Mencap, Oxfam GB, Salvation Army, Scope, Shelter, YMCA England & Wales and more.

A great opportunity to have meaningful engagement with the decision makers in these huge organisations - and a delicious meal!

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"When the opportunity of a national lunch came up it was a no brainer. Not only was it an amazing venue the CRA chose for the event, it was such a pleasure catching up with everyone and the speaker was outstanding!"

**£3000 + VAT
per event**

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CHARITY RETAIL CONFERENCE 2024

Taking place over two days in June, this is the only conference that celebrates and caters to the unique charity retail sector.

Taking place at Harrogate Convention Centre during Wednesday 26 – Thursday 27 June, we hope you will join us in 2024 for our best conference yet! With a huge exhibition space, offering up to 60 exhibition opportunities, the our annual conference is the perfect destination for businesses that have a service or product charity retailers cannot do without!

[Find out more here](#)

NOT A CRA CORPORATE MEMBER?

Corporate membership provides you with unrivalled opportunities to do business with charity retailers across the country.

Sponsorship and speaking opportunities, as well as a range of other promotional marketing activities, will give you the chance to connect with our charity members and demonstrate your support for our sector. A sector that, not only raises vital funds for charity, but also:

- benefits the environment
- promotes social inclusion
- up-skills volunteers, and
- boosts high street footfall.

[Find out more about corporate membership here](#)

If you would like to discuss membership in more detail please contact Anna Pashley at anna@charityretail.org.uk or on 0300 030 1088.

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Have you read all of this and come up with an amazing sponsorship or support idea of your own - want to discuss it further? See my details below.

Anna

For all your Corporate Membership and Charity Retail Conference needs
please email Anna Pashley at anna@charityretail.org.uk

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