

Thank you for completing this short task as part of your application. It helps give us a sense of your copywriting skills and provides you with a flavour of what you could be working on (although it's purely fictional!).

Brief:

We're launching a new fundraising event for people to take part in, to raise money for our refugee services in the UK.

It's a sponsored walking event, where people will gather in four different locations across the UK (London, Birmingham, Cardiff, and Glasgow), and cover a set distance on foot together. It will take place on Saturday 13th August at 10am in each location. (Of course, if people don't fancy taking part but still want to support the cause, there will be an option to make a one-off donation.)

We'd like you to:

- **name** the event, and
- create a pithy **proposition** for it (a snappy one-liner – think Cancer Research's 'We all have a reason to Race. Who will you Race for?', Walk the Walk's 'Make every step count', or Movember's 'Sign up and help change the face of men's health').

We'd also like you to write an **email** to a specific segment of our existing supporters – **those who have recently donated to our Ukraine Crisis Appeal** – to let them know about this event and encourage them to sign up. The email should be no longer than 280 words. Please include an attention-grabbing subject title.

Notes:

- Our brand tone of voice is based on four pillars:
 - o Human (write like you would talk in real life)
 - o Compassionate (write in a way your readers can relate to)
 - o Direct (be encouraging, impactful, and active)
 - o Bold (be passionate about what you're writing about)
- The money raised from people's sponsorship will fund our refugee services in the UK. You can find more about how we help refugees [here](#) on our website.
- The email should signpost to the event website, where people can then sign up to take part.
- Our top priority is to build a personal relationship with our supporters. We want them to feel valued to be part of our movement, and informed about what we do and the impact they can make.
- The conflict in Ukraine has forced millions of people from their homes. Audience insight is telling us that people's empathy for refugees has never been higher. Think about how to appeal to someone who has generously donated to our Ukraine Crisis Appeal.

British Red Cross Supporter engagement copy case study

Event name:

Feet of kindness walk

Proposition:

Imagine walking in a refugee's shoes. Now go get yours on.

email copy

[Subject]:

Ready to walk the walk again for Ukrainian refugees?

[Preview]:

Help provide further sanctuary and support — enter our charity event.

[Headline]:

Feet of Kindness Walk – raising funds for those fleeing war and terror.

[Body]:

Dear *[email recipient]*,

Thanks for your previous donation. Your support is vital. We know that you have already given so generously, but...

If you can spare your time and support, we and the refugees of Ukraine need you again.

Forced to leave a home, family and life, it can be the small but significant things – like a warm welcome or a smile – which are felt most deeply. Imagine what it feels like to walk away, today, from life as you know it.

As the war in Ukraine continues to displace, injure and kill millions, refugees are arriving in the UK. We offer sanctuary, safety and succour to each and every one, and your donations ensure that our services and support are available to all.

The Feet of Kindness walk *[link to website]*

Join us at **10am** on **Saturday 13th August 2022** and walk **10km** to raise money for who currently find themselves stranded in a foreign land.

We are hosting four simultaneous events in **London, Birmingham, Cardiff, and Glasgow**. Step out and join others to raise awareness and funds for those who might be alone and suffering right now.

For those unable to take part, you are welcome to come support the festivities and/or make a one-off donation if you should wish.

Can you help us raise money for those in need?

The money you raise will go to providing food, clothes and warmth, as well as services to help finding families and access things like education, jobs, social care and healthcare.

Simply offering a semblance of normality we often take for granted.

[CTA]: **Visit our website **here** now to sign up and take part**

Thank you for your time.