

# Get set for Gift Aid Awareness Day 2021!



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Communications Manager, CFG

**This year's Gift Aid Awareness Day will be held on Thursday, 7 October and we're once again asking you to share the #TickTheBox hashtag via social media and your other communications channels on the day.**

We're also changing the emphasis of the messaging this year, so we need your help more than ever!

### A chance to say 'thank you'

After a challenging 18 months of Covid restrictions and uncertainty, we want to take the opportunity to acknowledge those who have given so generously during this challenging time. So, our first message to all those who kindly donate is:

**If you #TICKTHEBOX – Thank you!**

We also want this year's #TickTheBox campaign to focus on the value of Gift Aid,

so we're asking charities to share the impact Gift Aid has.

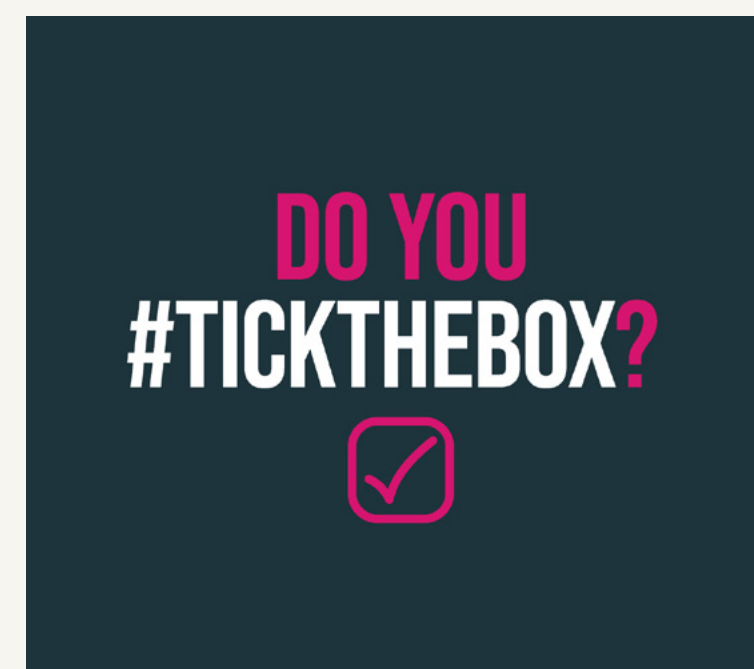
We know that Gift Aid allows charities to do so much more and this year those claims are never more needed.

It could mean more pain relief for those needing end-of-life care. Or it could mean more homes are found for unwanted animals.

It could mean more young people getting involved in sports, arts or music. Or it could mean more outreach programmes to people who are sleeping rough or those who are elderly or live alone.

Whatever your charity's purpose, we want Gift Aid Awareness Day to be another opportunity to show the incredible work you are able to do, thanks to those who #TickTheBox. Our second message for 2021 is:

**You help us to help more when you #TICKTHEBOX**



Please join us on 7 October – get on social media and share why Gift Aid is so important to your beneficiaries and members.

### Join the campaign!

#### In advance of 7 October...

- 1. Download our social media toolkit** for use on the day. More resources will be added over time, including fact sheets and posters. The toolkit will be available [on our website](#) as of Tuesday 24 August 2021.
- 2. Prepare social media posts** and content, thanking those who #TickTheBox and explaining the impact ticking the box has on your charity. How does it help your beneficiaries? And how much goes unclaimed?
- 3. Contribute your expertise to our updated Guide to Gift Aid 2021.** If you're a CFG corporate partner

with expertise in Gift Aid and would like to feature, please [email your interest](#).

- 4. Be part of our first Gift Aid Awareness Day film!** This is a first for the campaign, and it can only happen with your help! We're looking for between 20-25 charities to take part in a special video for release on the day. It's a simple message, but we need your help to share it. If your team is interested in collaborating on this exciting project, [email me](#) for more details about how your charity can get involved.

#### On 7 October 2021...

- 1. Get on social media** – tweet, post and share the #TickTheBox hashtag, thank your donors for ticking the box and remind them of the impact it has. We want this to be the biggest #GiftAidAwarenessDay ever. Let's get trending!
  - 2. Join us in our webinar session** with HMRC. If you and/or colleagues would like to register your interest, or would like to ask a question, please [email the policy team](#). We'll get back in touch with more details and joining instructions nearer the time.
  - 3. Look out for our updated Guide to Gift Aid**, co-authored by CFG's corporate partners.
  - 4. Signpost and share** any other useful resources or information for others to discover. We still need to close that £560m Gift Aid claims gap!
  - 5. Spread the word!** Encourage others to join in and share the #TickTheBox message.
- Thank you for supporting this year's Gift Aid Awareness Day. If you have any questions, or ideas as to how we can make it even bigger and better in 2021, [please get in touch](#). We'd love to hear your thoughts! Thank you!



### More about Gift Aid Awareness Day

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 to charities. 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.