

Introducing the campaign to you our Communities

What: Originating from one of our communities in Somerset, the incumbent suggested we should dedicate a special time of year to celebrate the churches cared for by the Churches Conservation Trust. From this idea, we have developed a national campaign to provide opportunity and inspiration for communities to celebrate and raise awareness of their wonderful churches and the Churches Conservation Trust.

When: 6th - 15th June 2025

The dates have been chosen as a prime time to visit or hold events at our churches as the weather is warmer and it is usually dry. The 7th / 8th is also quiet for national events such as large sporting fixtures. The date is also a suitable distance away from Heritage Open Days and it won't clash with the school summer holidays and people being away.

National Volunteers Week runs from 2nd to 8th June, allowing us to celebrate the wonderful volunteers and community supporters that enable us to open these churches and raise vital funds for their care as part of our celebration of the churches themselves.

Father's Day is on 15th June. If communities choose this date, it may provide an opportunity to incorporate a related activity as part of the promotion.

It should be noted we are currently putting a concerted effort into Heritage Open Days (HODS). The mindset of visitors to HODS events is FREE access. Organising similar events at a different time of year will potentially encourage increased income generation. Also, during HODS, there is more competition from other activities. Holding events outside of HODS will also potentially result in more volunteers being available to help and more visitors attending.

Why:

- To create a national campaign to support communities to host events or activities**
- To create a focused period of time with a positive specific aim of "celebration" to raise the profile of the Churches Conservation Trust**
- To generate income and donations that will go towards church maintenance and repair**
- To raise awareness of any specific fundraising campaigns eg The Lower Basildon Roof Appeal**

- **To create a marketing opportunity for our churches to widen our engagement and to give visitors from further afield a reason and opportunity to visit.**
- **An opportunity to inspire all ages to visit and engage with their local CCT church in new ways**
- **To provide an opportunity to showcase and celebrate you, our wonderful volunteers and community supporters**

How: The interpretation of how you can celebrate your Churches Conservation Trust church is varied. You have the freedom to create activities based on local resources and the church itself. We encourage that all activities will be used as an opportunity to fundraise. Below are some inspirational ideas to discuss with your Local Community Officer and other members of the community

Activities focused on the church building:

- **Art /photography workshops**
- **Trails**
- **Tours**
- **Exhibitions on the church's history**
- **Launch opportunity for new guidebooks**
- **Pilgrimages/steeplechasing/church crawling**
- **Tower tours**
- **Special open days for churches that are closed**

Events celebrating the church as a place to gather:

- **Local choir performance / choral evensong**
- **Music concert**
- **Historic talks**
- **Theatre performances**
- **Church services**
- **Afternoon tea**
- **Picnic in the churchyard**

Outreach work from staff:

- **CCT delivering talks and activities in the community with a theme of celebrating our churches.**

Resources we will provide:

- **LCO support for organising activities**
- **Guidance for holding events accessible via our website** [Tips for a successful event | The Churches Conservation Trust](#)
- **Printable resources aimed at families will be available from May via our volunteer portal or your LCO. This will include suggestions for material, activity risk assessment templates, signage and feedback forms**
- **Dedicated webpage on the new CCT website**
- **National promotion on social media**
- **Articles in our Pinnacle member's magazine**
- **The sharing of your photo and video content on our social media. Here is [Guidance for Content](#) to ensure photos and video meet our standards.**
- **Templates for posters, adverts and social media posts**
- **Targeted Facebooks Ads to promote the overall campaign and key events**
- **Branded bunting and tablecloths (subject to availability)**

If you would like to receive any of the resources above in hard copy, please inform your Local Community Officer.

Next steps:

Contact your LCO to discuss your plans and complete a community booking form so we have the details. Here is the link to the [BOOKING FORM](#) and [RISK ASSESSMENT TEMPLATE](#)