



Design brief

Reach Charity wishes to invite quotes from copy writers and designers for its tri-annual newsletter: 'withinReach'.

Bids can include both aspects or single aspects. (Copywriting & design)

withinReach has been written and designed for 8 years by its current editor who will be retiring Christmas 2020.

This is an exciting opportunity to look at refreshing the content, design, and layout of the publication (both hard copy and digital).

The successful writer/designer will be able to shadow the current editor (remotely) for the winter edition of withinReach until December 2020.

We are looking for a dynamic copywriter who can take withinReach to the next level. You must have a confident, chatty style and be able to write content that will appeal to a wide audience range (our members range from 5 to 85). Please include ideas on how you would develop withinReach in your bid

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| Bid/design closing date: | 30 th September 2020 Contract start date: To shadow (remotely) current news editor/copy writer up to December. |
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| | <p>Contract to start January 1st, 2021</p> <p>Contract review dates</p> <ul style="list-style-type: none"> • 31 March 2021 • July 2021 • December 2021 |
| Who we are: | <p>REACH is the leading charity providing support and information to parents and their children affected by upper limb difference. It is a friendly, caring place offering fun activities to encourage Reach children to aim higher.</p> |
| The product: | |
| What is the product? | <p>Newsletter - withinReach</p> |
| Aim(s): | <p>To tell the personal and inspirational stories of Reach members over the previous few months. To inform members on health issues, disability laws and benefits, to welcome new members, and to raise the profile of Reach charity to potential new members and Health professionals.</p> <p>We aim to encourage people to sign up to take part in fundraising events for us, and to generally help raise awareness of the charity.</p> |
| Target audience: | <p>The newsletter is aimed at:</p> <ul style="list-style-type: none"> • Reach members • Health professionals • Potential new members • Fundraisers |

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| | <p>We want to update this audience group on the charity's achievements over the last few months, so they feel proud to be connected with the charity. We want them to know that we are the leading charity supporting children with upper limb differences and their families and that we are spending funds efficiently and effectively.</p> <p>Ideally, as a result of reading the newsletter, we want them to undertake fundraising activities to support Reach.</p> <p>We want health professionals to be confident in referring people to Reach.</p> |
| Lifetime | <p>3 editions of the newsletter are currently produced.</p> <ul style="list-style-type: none"> • Summer • Winter • Spring |
| Distribution/promotion | <ul style="list-style-type: none"> • The newsletter is uploaded to ISSU and shared via our social media sites (Facebook public and closed groups, Twitter, Instagram, and LinkedIn) and on our website • The newsletter needs to be downloadable in PDF form • Some hard copies are produced. |
| Measuring success | |
| Key performance indicators | <ul style="list-style-type: none"> • Newsletter to be downloaded or read on ISSU by more than 50% of our members. • Positive feedback from Members • Generate queries from health professionals • Generate fundraising initiatives |
| Artwork specifications | |

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| Format | https://reach.org.uk/wp-content/uploads/2020/08/Within-Reach-Summer-2020-web-edit-version-2.pdf https://reach.org.uk/within-reach-download/ |
| Brand guidelines | https://reach.org.uk/wp-content/uploads/2020/07/Reach-Brand-Guidelines.pdf |
| Images | We can provide images, but all must adhere to data protection and express permission needs to be acquired. |
| <ul style="list-style-type: none"> • Specific design requirements | <ul style="list-style-type: none"> • To include contact details of writer/designer • To include a list of all branch coordinators • To include opening piece from Chair & National Coordinator • To Include section showing Reach Board of Trustees |
| Links to relevant work to consider | To ensure it is evolving from previous versions of withinReach |
| Copy | <p>Content for the newsletter is currently gathered from:</p> <ul style="list-style-type: none"> • 19 Branch groups of Reach • Reach staff, Trustees & Volunteers • Fundraising stories from crowd funding pages • Social media platforms managed by Reach staff • Members sending in stories • Academics or medical experts. • There is a new member section that is a very important part of the newsletter. <p>The copywriter is expected to be part of Reach social media pages and note down and follow up story opportunities and new members.</p> <p>Advice from current editor:</p> |

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| | <ul style="list-style-type: none"> • Information is collated approximately 2 months ahead of distribution. • Previous issues give an indication of a) how many stories are needed to fill a 24-page magazine and b) how they are broken down into categories • The current content is a mixed of gathered information, the editor then will follow up if more information is needed and a context introduction is then written. This includes all the celebratory pieces about sport, fundraising, branch activities, major Reach events etc. • The Facebook groups are very useful for finding out what are the concerns of the moment that could be addressed in the magazine. • Organic interviews, covering a broad range of articles. Some serious dealing with issues or medical matters and personal stories. • Articles can be repeated (refreshed) because there is always a fresh cohort of members. Going to or back to school is a case in point, though this particular subject needs to be repeated in every summer issue. • It is important to provide content that is relevant to the different age groups of Reach children as well as the parents. • Planning process: Best practice achieved by holding a brainstorming editorial meeting two months in advance with weekly catchups. |
| Key milestones | |
| Next steps | To be considered for this project, please provide a full budget breakdown and artwork and written examples to Deborah Bond, |

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| | National Coordinator on deborahb@reach.org.uk by 5pm on 30/09/2020 |
| Budget | Payment for this project is around £10,000 per annum (not including printing and distribution). |