**COMMUNICATION SAVES LIVES**

**OPT-IN**

**JUNE 2016 – 2017**

**Campaign objectives:** To make sure we can continue to contact our existing supporters with news, campaigns and requests for support, and give them control over how we do so. It’s the right thing to do - our supporters expect and trust the RNLI and we have a responsibility to ensure their trust is well-placed. We’ll be the first major UK charity to do this – we’re leading the sector.

**What it is:** From 1 January 2017, the RNLI will only contact people by post, email or telephone if they have given their express permission for us to do so. We only have until the end of 2016 to ask. If they opt in, we can continue to contact them. In the short-term, the move to opt-in will affect our ability to fundraise as the number of people we can contact to ask for support will be greatly reduced. If they don’t opt in, we could lose £35.6M in income over 5 years while we explore new ways to make up for the shortfall.

**Highlights from last year:** During 2016 we will ask our current supporters if they would like to hear from us from 2017 onwards. We’ll be using all our communications channels to raise awareness of what we are doing and encouraging people to opt-in using the dedicated webpage we’ll be building. The opt-in campaign will not affect volunteer communications.

**Get involved:** It’s really important that we encourage as many people as possible to opt-in, so we may ask for your help throughout the year. You can help by:

- Looking at how you store and use your contacts’ data.
- Spreading the word of why this is so important.
- Encouraging people to opt-in to hear from the RNLI in future.

**MAYDAY**

**26 APRIL – 2 MAY**

**Campaign objectives:** Raise funds (£750,000) and awareness of the RNLI’s work.

**What it is:** Mayday is the RNLI’s national fundraising event, with our supporters set to raise funds through a variety of events across the UK and Republic of Ireland. There are all sorts of ways to raise money this Mayday, from short collections and cake sales, to sponsored walks or runs and wearing your wellies to work. For more fundraising ideas, visit RNLI.org/Mayday.

**Highlights from last year:** Our supporters raised an incredible £546,627 and celebrities including Sir Ben Ainslie, Sir Richard Branson, Fern Britton, Lisa Snowdon and Dermot O’Leary got involved.

**Get involved:** Support a nearby event, do some fundraising or just help spread the word.

**SWIM SAFE**

**JUNE SCHOOLS, JULY PUBLIC**

**Campaign objectives:** Teach children and parents how to be safe when they swim outdoors.

**What it is:** FREE outdoor swimming tuition and water safety sessions for children aged 7-14, delivered in partnership with the Amateur Swimming Association (ASA).

**Highlights from last year:** Over 6,600 children attended Swim Safe sessions in 2015, supported by 130 volunteers and 15 programme partners.

**Get involved:** Visit swimming.org/swimsafe to sign up your child or register yourself as a volunteer.

**FISH SUPPER**

**OCTOBER**

**Campaign objectives:** Raise funds to support our volunteer lifeboat crews.

**What it is:** Host a fish-themed meal to raise funds for the RNLI.

**Highlights from last year:** Now for 2015, the campaign raised over £100,000 in its first year and was supported by corporate partners such as Loch Fyne restaurants. Our celebrity supporters included Allegra McEvedy (picture above), Hugh Fearnley-Whittingstall, Mark Hix and Rick Stein.

**Get involved:** Host your own Fish Supper party this year and ask your family and friends to bring along a small donation.

**RESPECT THE WATER**

**JUNE – SEPTEMBER**

**Campaign objectives:** Prevention and safety, aimed at males aged 16-64 years.

**What it is:** The RNLI’s national drowning prevention programme, it’s targeted primarily at men aged from 16 to 64. As our statistics show, they account for the highest number of fatalities. It’s a major part of our goal to halve coastal drowning by 2024 in the UK and Republic of Ireland.

**Highlights from last year:** Our cinema adverts reached an audience of 7M+, and the wider media campaign reached 24M. With celebrity support using the hashtag #RespectTheWater, the campaign trended on launch day.

**Campaign objectives:** Atract thousands of participants, generate income of £278,000, and secure 3,900 supporters who give consent to be contacted by the RNLI in future.

**What it is:** New for 2016, water-themed games, activities and challenges, suitable for families with children. To be held in Battersea Park, London.

**Campaign objectives:** Attract some new supporters aged 18–40 years, and raise vital funds.

**What it is:** Give up all drinks except water for 10 days, and raise money for the RNLI.

**Highlights from last year:** Over 5,600 children attended Swim Safe sessions in 2015, supported by 130 volunteers and 15 programme partners.

**Get involved:** Promote the event to friends and family, or volunteer to help out on the day.

**SPASH FEST**

**7 AUGUST**

**Campaign objectives:** Encourage people to opt-in to hear from the RNLI in future.

**What it is:** From 1 January 2017, the RNLI will only contact people by post, email or telephone if they have given their express permission for us to do so. We only have until the end of 2016 to ask. If they opt in, we can continue to contact them.

**Get involved:** Share the campaign with friends, family and anyone you know who uses the coast for work or leisure. Help keep them safe with the facts at RNLI.org/RespectTheWater.

**H2ONLY**

**13 – 22 SEPTEMBER**

**Campaign objectives:** Raise funds from new supporters aged 18-44 years, and raise vital funds.

**What it is:** New for 2016, water-themed games, activities and challenges, suitable for families with children. To be held in Battersea Park, London.

**Get involved:** Promote the event to friends and family, or volunteer to help out on the day.

**Details of how you can sign up to volunteer are coming soon.**

**2016: GET READY FOR ...**