

Learnings from Alcohol Change UK:

Maintaining fundraising momentum following their biggest year to date.



DRY JANUARY[®]
by Alcohol Change UK

Hello!



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Alcohol Change UK

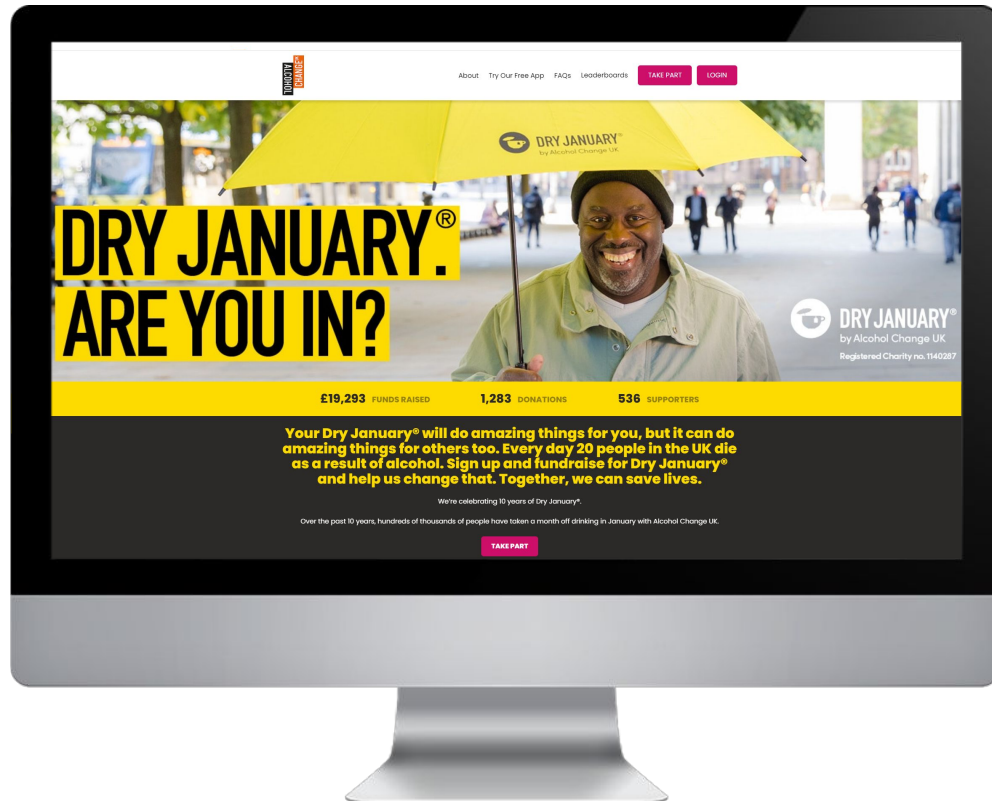


Five key changes:


1. Improved knowledge
2. Better policies and regulation
3. Shifted cultural norms
4. Improved drinking behaviours
5. Better support and treatment




DRY JANUARY®
by Alcohol Change UK



Powered by
JustGiving™ dryjanuary.alcoholchange.org.uk




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RAISED
£119


TARGET
£50

Achievements

**1st DONATION!**
Your first donation

**HALF WAY THERE**
Half Way

**TARGET MET!**
Smashed your goal



£119

Dry January is the UK's one-month alcohol-free challenge.

Latest

£ **Nyomi donated £10**

You've got this!

8 months ago

£ **Adam donated £5**


Well done mate!

8 months ago

£ **Robin Plowman donated £5**

9 months ago

£ **Robin Plowman donated £88.1**



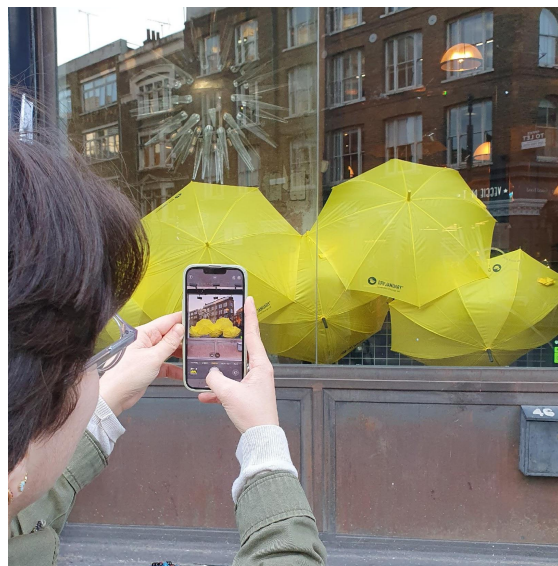
9 months ago

£ **Anonymous donated £5**

9 months ago

ALCOHOL
CHANGE^{UK}

Test and Learn: The Shoreditch Dry



DRY JANUARY®
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ALIGN EVENTS AND ALCOHOL CHANGE UK PRESENT:

THE SHOREDITCH DRY

Help raise money to reduce alcohol harm this Dry January®

- All proceeds go to Alcohol Change UK
- Free drink with every ticket
- Pop up alcohol free bar, cocktail masterclass, house beats and amazing raffle prizes

Sponsored by

LYRE'S
NON-ALCOHOLIC

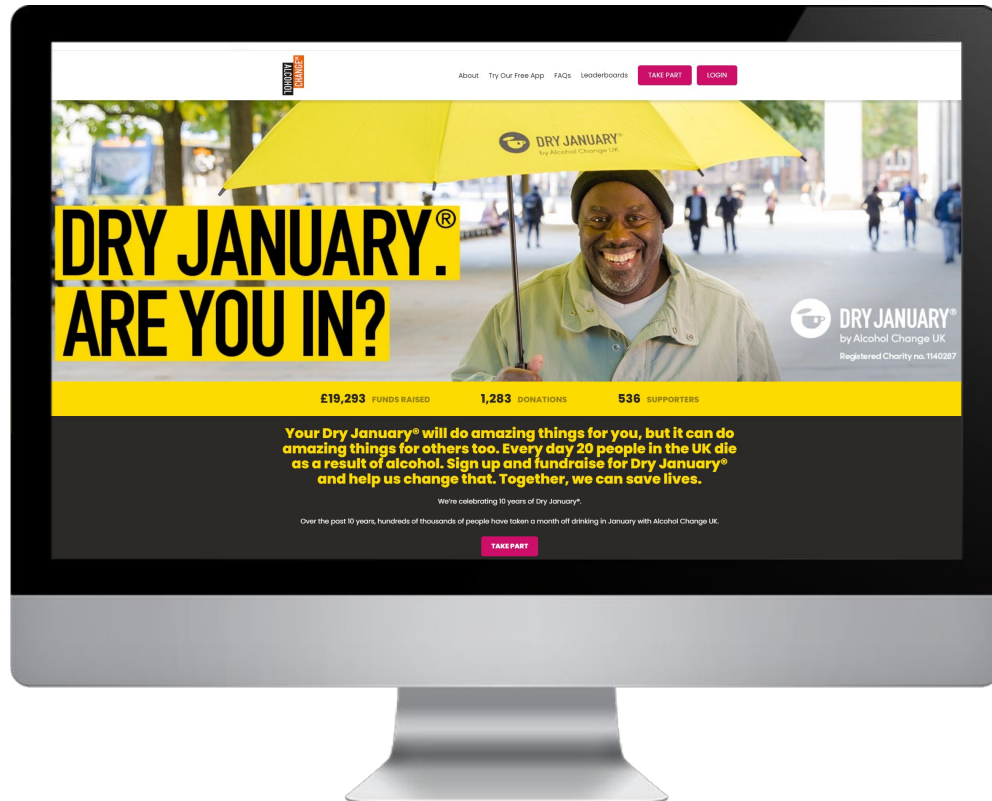
MOCKTAILS

LUCKY SAINT
ALCOHOL FREE BEVERAGES

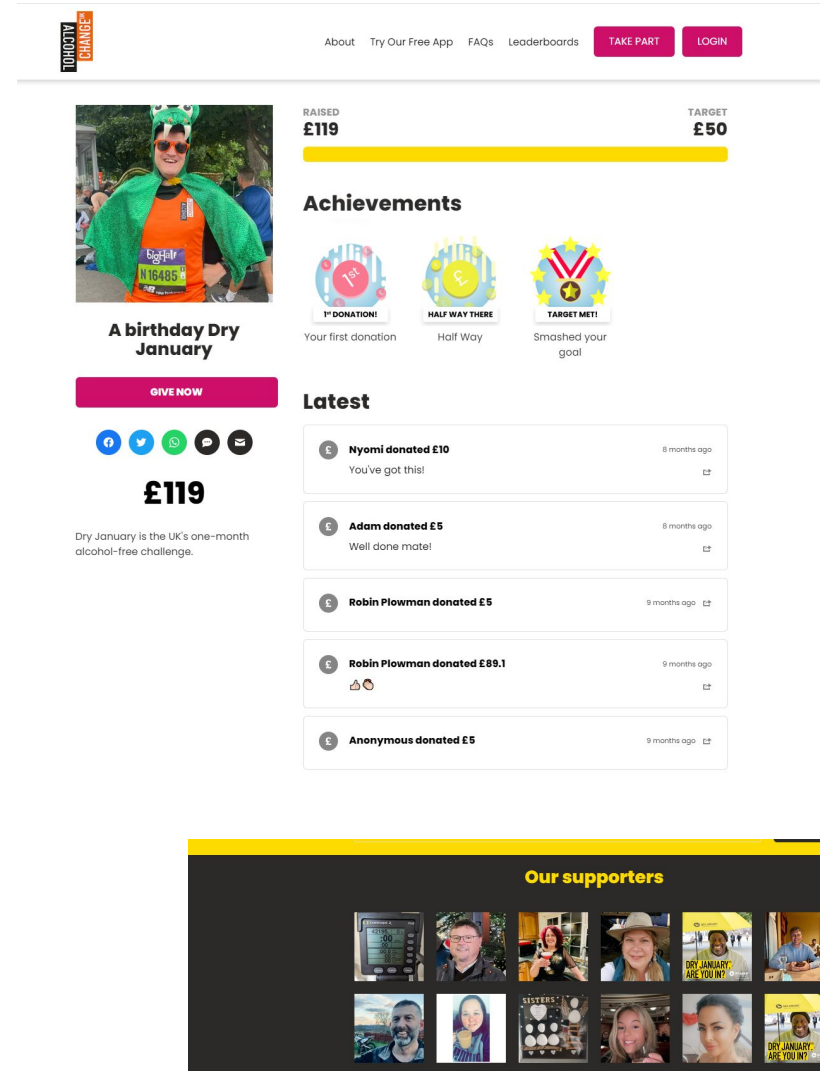
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ALCOHOL
CHANGE^{UK}

How do we speak with our supporters?

Test and learn: Leaflet drop

DRY JANUARY

WE'RE CELEBRATING 10 YEARS OF DRY JANUARY! OVER THE PAST 10 YEARS, HUNDREDS OF THOUSANDS OF PEOPLE HAVE TAKEN A MONTH OFF DRINKING IN JANUARY WITH ALCOHOL CHANGE UK.

*Your Dry January will do amazing things for you, but it can do amazing things for others too. Every day 20 people in the UK die as a result of alcohol. Sign up and fundraise for Dry January and help us change that. Together, we can save lives. Sign up: dryjanuary.alcoholchange.org.uk

1. SET UP YOUR JUST GIVING PAGE

Visit: dryjanuary.alcoholchange.org.uk and start raising funds.

2. DOWNLOAD THE FREE TRY DRY® APP

Visit: alcoholchange.org.uk/app and you are ready to start tracking your Dry January progress.

3. CLAIM YOUR FREE BOTTLE OF NON-ALCOHOLIC SPIRIT

Claim your free surprise bottle of Lyre's non-alcoholic spirit by visiting xxx and using code xxx.

DRY JANUARY. ARE YOU IN?

Get the free Try Dry® app to stay on track

For full terms and conditions please see www.lyres.co.uk/

HELP CHANGE LIVES.

"LOOKING BACK AT MY LIFE, ALCOHOL WAS ALWAYS THERE, PLAYING A ROLE, OFTEN A SILENT ROLE, SOMETIMES A VIOLENT ONE AND EVENTUALLY THE MAIN CHARACTER."

At 17, Samantha lived a double life as a carer for her alcohol-dependent Mum and siblings and as a college student and then in October 2018 she sadly lost her mum to stage four liver disease.

"WHEN MY MUM DIED MY RELATIONSHIP WITH ALCOHOL COMPLETELY CHANGED. SOMETHING THAT HAD CONSUMED MOST OF MY MUM'S LIFE, AND MINE, WAS THE REASON SHE WAS NO LONGER HERE. IN THOSE FIRST FEW MONTHS AFTER SHE DIED, THE THOUGHT OF ALCOHOL MADE ME VERY ANGRY - THE HARSH REALITY WAS THAT IT WAS A POISON AND IT HAD KILLED SOMEONE. NOW MY FOCUS IS TALKING AND SHARING THE DANGERS OF ALCOHOL. TALKING OPENLY HAS ALLOWED ME TO PROCESS A LOT OF MY CHILDHOOD MEMORIES AND GRIEF. IT'S ALSO ALLOWED ME TO HELP AND GUIDE PEOPLE TO RESOURCES THAT ARE AVAILABLE, WHICH IS SOMETHING I WISH I HAD HAD WHEN I WAS 17."

In her mum's memory Sammy helps us to raise funds and awareness as a community champion to help others do the same. The money you raise through your Dry January will help to fund our vital work to reduce alcohol harm in the UK, helping change and save the lives of people like Sammy's mum and their families and loved ones. Together, we can make a difference.

Your fundraising can help families like Sammy's. Sign up at: dryjanuary.alcoholchange.org.uk

Dry January: Are you in?

YOUR DRY JANUARY WILL DO AMAZING THINGS FOR YOU, BUT IT CAN DO AMAZING THINGS FOR OTHER PEOPLE TOO.

Sign up for a free bottle of non-alcoholic Lyre's Dry London.

Sign up at XXXX.url.com

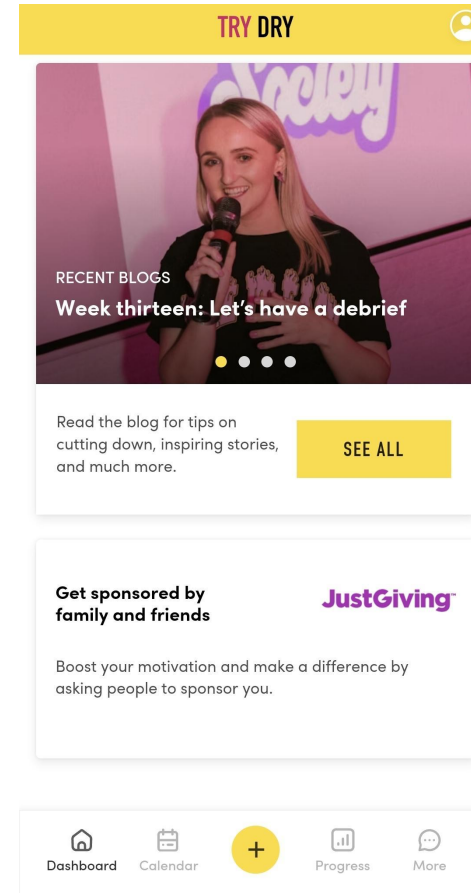
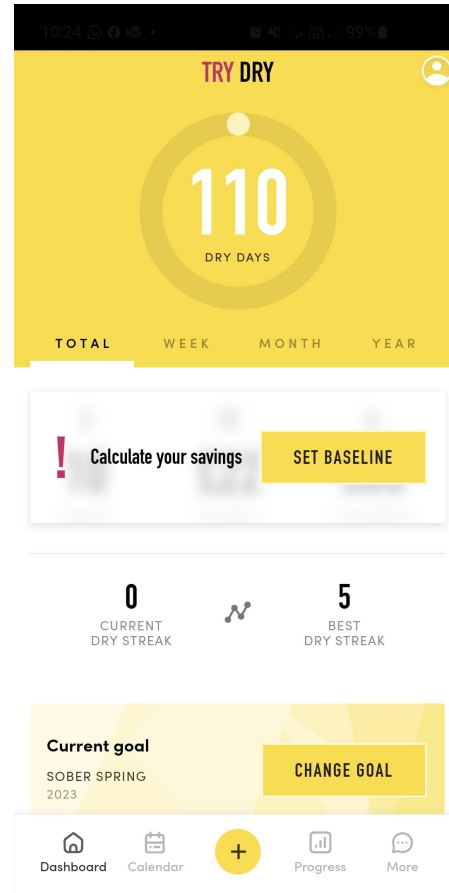
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DRY JANUARY

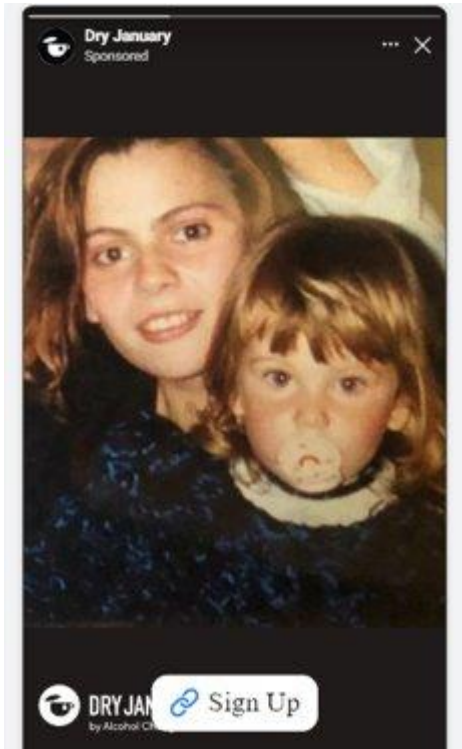
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Registered Charity no. 1146287

How do we speak with our supporters?



How do we speak with our supporters?



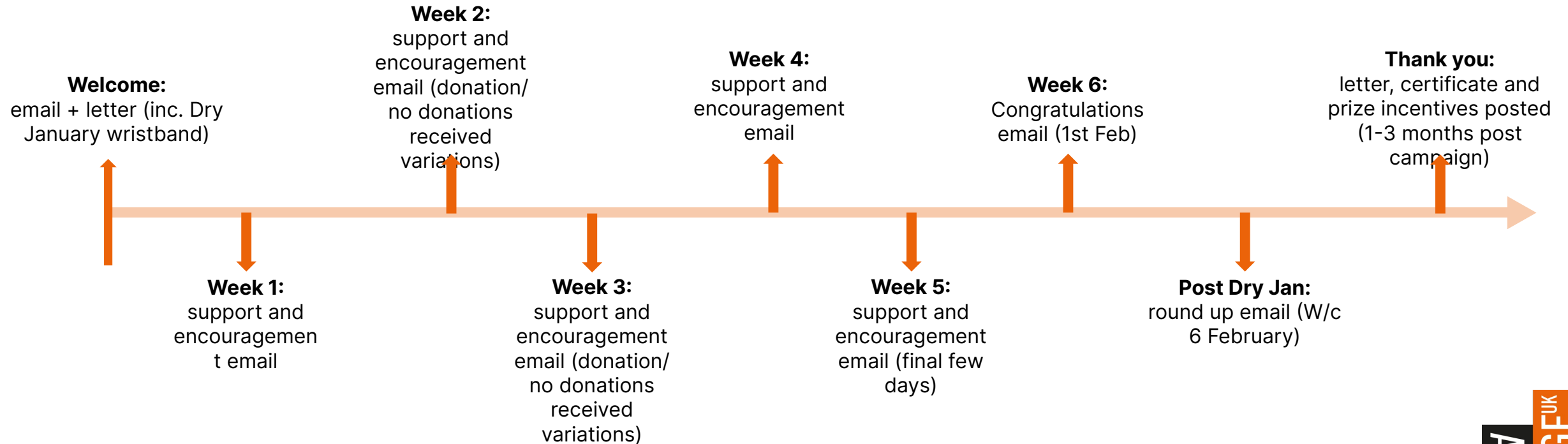
Fundraising ads



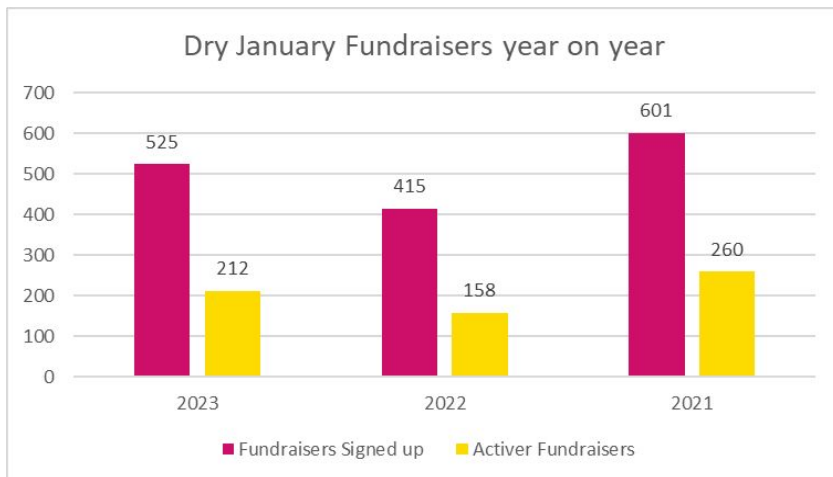
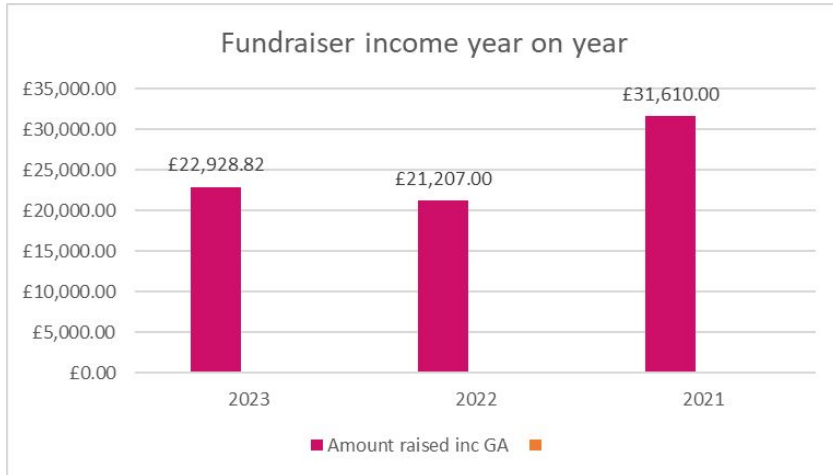
Campaign ads



Stewardship timeline:



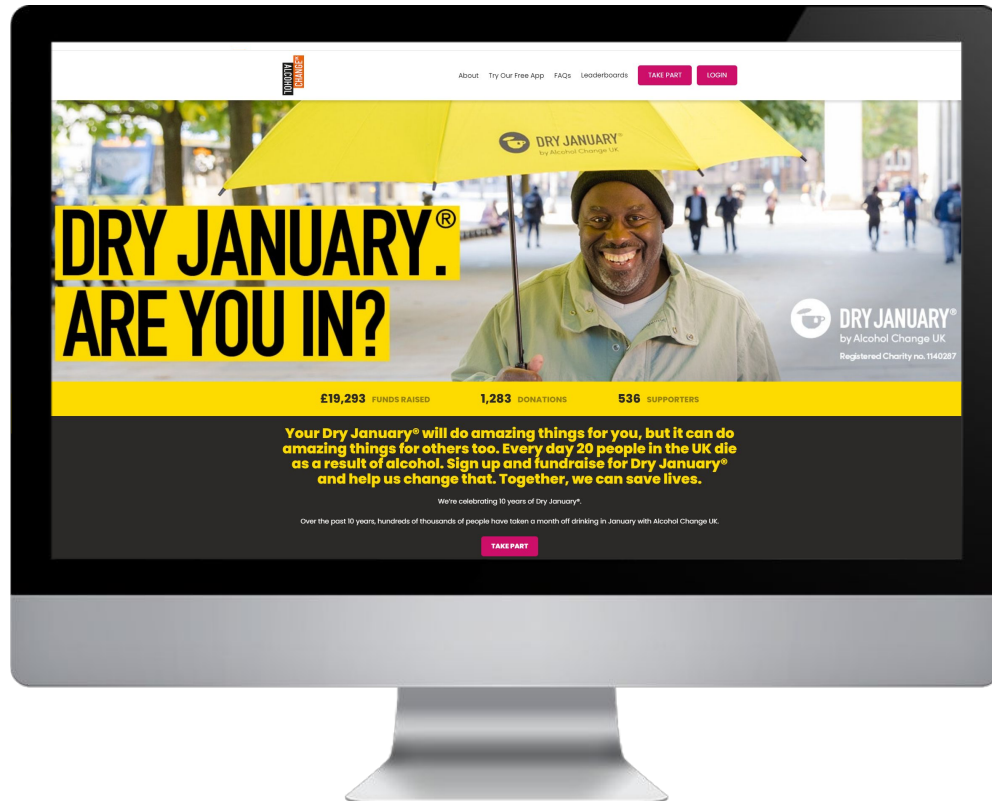
Dry Jan 2021 onwards:



Reasons for high figures in 2021:

- It was the first year we used a JustGiving microsite
- It was the first year of paid ads for fundraising
- It was our biggest growth of participants
- It was the first year we really promoted fundraising
- Plus, the pandemic played a part

Tried and tested tips:



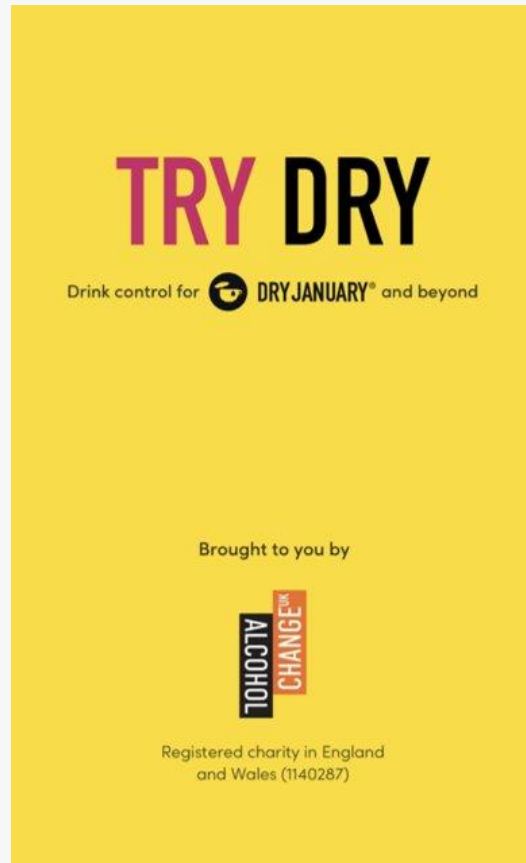
- A centralised place to bring fundraisers together and show their collective fundraising
- Incentives for fundraisers
- Dedicated support from our team
- Being open to 'Test and Learn'

Continued growth of Dry Jan:




- Association/understanding of Dry January as an Alcohol Change UK campaign
- Earlier fundraising page creation and page activation
- Increasing conversion of the general Dry January participants to fundraisers and/or recruiting more people as 'fundraiser first' participants


Thank you!



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