



Introduction

Charitable Waves is a creative and educational channel that allows charities of all sizes to learn and support each other.

Charitable Waves includes in depth films featuring interviews, tours and discussions about various subjects around the charity sector. We will learn from all sorts of charity roles such as fundraisers, CEOs, volunteers and industry experts from inside and outside the sector, to share ideas, discussions and advice about the charity sector.

The films will explore into all areas including wider subjects such as applying for funding, setting up and growing a charity, recruiting, collaborations and marketing.

It will also include more specific subjects around the specialisations of the charities and experts that Charitable Waves interview.

Those who want to support and explore into the charity sector can get intimate access and learn more from each charity.

Getting involved

When you get involved Charitable Waves will interview key members of the organisation to collect content for multiple films they will be featured in.

These will include wider subjects such as..

- How did you set up your charity?
- What are the main challenges in setting up your charity?
- How do you reach out to potential volunteers and funders?
- What has been your most successful/unsuccessful campaigns?
- How have you dealt with crowdfunding, public fundraising and other income?
- How have you collaborated with other charities, companies and celebrities?
- How are charities funded?
- What are your opinions on micro, small and big charities?
- What are your opinions on marketing and social media trends?
- What are the media representations of the subject matter?
- What are the public perceptions on the subject matter?
- Current affairs on the cost of living, lockdown and the pandemic

As well as looking into niche subjects related to your expertise, the answers we'll collate together include your tips and advice, real world experiences, opinions and thoughts about the subject matter and current affairs.

Once we have the content we need to produce our subject film, it'll be released on our Youtube channel and other social media sites, you will be free and encouraged to share and use this film however way you like.

We'll be producing snippets of content to be used as social media reels on Instagram and Youtube shorts.

The content is owned and copyrighted by Charitable Waves any editorial decisions for all of the films are solely Charitable Waves. The films will be shown before released to relevant parties. Charitable Waves reserves the right to not use content to remove films at any time.

If you are interested in using the original footage for your own marketing purposes, then you can purchase the global unlimited use rights for a single fee from Charitable Waves.

Content usage

Charitable Waves through RH Creations can also provide re editing of the footage for your own promotional needs for a set fee, if you'd like to learn more you can contact me through my website.