

UK Aid Match appeals: pre-application checklist

This checklist is designed help you assess whether your fundraising operation is set up to effectively deliver a UK Aid Match appeal. If you can tick most boxes, we strongly encourage you to apply. Please note that this checklist is an abbreviated overview of the full UK Aid Match appeal guidance at ukaidmatch.org; please read the full document when applying to UK Aid Match.

As fundraisers, we are:

- Able to establish one or more pro-bono communications partnerships for this appeal, allowing us to reach new audiences with our donation messages.

Past applicants have partnered with restaurant groups, local businesses, magazines and newspapers, broadcasters, supermarket chains, well-known YouTubers, and more. These partnerships should have a broad enough reach to help you raise at least £100,000 from UK based audiences.

- Committed to using empowering, positive and solutions-focused appeal messaging
This is based on the findings of the [Narrative Project](#): research finding attitudes to aid improve when empowering, positive messages are used.
- Committed to communicating the success of the appeal, the progress and results of the project, using images, quotes, stories, case studies etc.
- Committed to including the UK Aid Match message and logo in all appeal assets
- Able to include opportunities for ministerial involvement during the appeal

Past applicants have arranged for ministers to meet community fundraisers, arranged celebrity photo opportunities, offered content for Ministers to post on social, and more.

- Able to assign a team member to manage the appeal and liaise with the Social Change Agency & DFID during the appeal

If we were to propose a fundraising appeal with UK Aid Match, we can confidently say:

- The appeal and project will not take a partisan political stance
- The appeal will not include initiatives which involve direct lobbying of the UK government or of international organisations of which the UK is a member
- The appeal will not promote policies in direct conflict with UK policy

For further information please refer to our Appeals Guidance at ukaidmatch.org or contact us at ukaidmatch@manningdaniels.com