

CASE STUDY

Development of Branding, Design, Recruitment, Messaging & Outreach



BACKGROUND

The Vulnerability Initiative (VI) is the UK's first independent multi-channel self-registration and triage programme for vulnerable and fuel-poor residents. With over 27,000 registrations and more than 8,000 supported since January 2025, VI needed a robust communications partner to support growth and a sector-leading Social Return on Investment (SROI) of 1:30, independently validated by HACT.

To support wider expansion into the Utility, Finance and Social Housing sectors, whilst recruiting over 100k new members to the Vulnerability Initiative by 2028.



CHALLENGE

The programme required end-to-end communications support: resident-facing materials, utility-facing engagement packs, funding proposals, and consistent messaging for outreach. Every touchpoint had to be reassuring, compassionate and accessible for vulnerable audiences.



OUR APPROACH

CharityCom provided full strategic and creative support to enhance visibility, engagement and credibility:

MESSAGING & COMMUNICATIONS STRATEGY

- Built a complete messaging framework covering the self-registration journey, triage model, support partners, and outcomes.
- Simplified complex processes (PSR by proxy, debt referral, wellbeing support, benefit checks, energy support, home improvement eligibility, VRS etc).
- Produced templates used for all outreach, stakeholder packs and service descriptions.

DESIGN & RECRUITMENT OUTREACH



Developed, implemented and manage the full Facebook and Google recruitment campaign with a £40k monthly spend.



Designed the VI member booklet (multi-page, resident-friendly).



Created postcards, SMS scripts, email journeys and LA/utility-focused recruitment messaging.



Built branded assets that protect trust, independence and safety through clear language and strong visual consistency.



FUNDING PROPOSAL DEVELOPMENT

- Developed RFPs and funding documents for utility companies and national partners.
- Designed structured narrative demonstrating SROI potential, cross-agency benefits and measurable outcomes.

OUTCOME

VI now has a clear, consistent identity that's trusted by residents, utilities and LA/HA partners. Outreach conversion, clarity of messaging and partner engagement increased significantly, contributing to over 27,000 vulnerable residents supported to date.



Scan the qr code to see our case studies or email
info@charitycom.co.uk



SCAN
THE QR CODE