



Partner Guide 2023

What you get...

- 1 or 2 completely free chances to promote your campaign/action to thousands of people
- A chance to recruit thousands of new supporters at no cost
- A link and logo on the Injustice Advent Calendar landing page
- Media exposure around the launch of the calendar (we hope!)

How it works...

This is the fifth year of the Injustice Advent Calendar and once again we'll be inviting many thousands of justice-seekers to take an advent calendar with a difference – each day you open your virtual door to find an opportunity to make the world a better place.

We're looking for 24 actions that do three things..

1. Make the world a better place
2. Are free for supporters to take part in (no donation ask)
3. Take less than 5 minutes to complete

These actions will be sent, one each day during advent, to the IAC email list. There are currently almost 12,000 committed action takers on board from last year, but with this year's promotion still to happen you can expect more. The actions will also be promoted on Instagram and Twitter on their selected day.

You can ask participants to remember something, read something, plan something, sign something, send an email, text a friend... anything you want.



New for 2023

This year, we're partnering with digital mobilisation agency, More Onion, to make the Injustice Advent Calendar an even better tool for growing your support base.

They've provided a healthy advertising budget and their digital expertise to make sure that the 20+ charities in this year's calendar have thousands of new potential supporters to get their actions in front of this year.

What it 'costs'...

The only 'cost' of a spot on the calendar is simply doing your part to get people involved by sharing it with your supporters and networks. The good news is supporters have so far responded really well to seeing their favourite charities involved in the calendar.

We know Christmas is a busy time so we only ask organisations to commit to at least one cross-platform social media share and one prominent feature in an email to a significant proportion of your list.

What you say during this time is completely up to you – we'll send some nice images and copy should you need it but you're in control of how you promote the calendar. **We trust you to do a great job sharing it with your networks!**

What's in it for us...

While Transform Trade will take responsibility for processing the data of those who sign up to the Injustice Advent Calendar, this list stays separate to our main email list – we only email them in December. In every sense other than data protection, the IAC email list is owned by no single organisation.

So what's in it for us is the same as we're offering to you here – the chance to promote a few of our actions, the chance to earn some new email sign ups and the chance to be part of something that can grow year on year.

We'll also benefit from a little extra web traffic, and we'll email the list between Christmas and New Year to offer them the chance to stay in contact with us throughout the year.

But that's it... we all work together and mutually benefit.

What we need from you...

We've created a [short form](#) to help you book your place on the injustice advent calendar.

For every entry we'll need 200-400 words of copy to populate the blog post, email and social posts. You'll also need to set aside a little proof reading time to make sure you're happy with the final posts.

But for now, we just need an indication of what your proposed actions are about and how you can share with your networks to help us select the right content for the calendar.

[**>>> APPLY NOW <<<**](#)