



Charity Partner Scheme

Getting the most out of your membership

RARE
REVOLUTION
MAGAZINE

www.rarerevolutionmagazine.com

V1.0: Aug 21

This guide has been developed to help you get the best from your partnership with us, and to let you know what to expect.

We want to build a collaborative relationship with our members, and we encourage continuous conversation to ensure you maximise your partnership opportunities throughout the year.

We look forward to supporting your vital work in the field of RARE.

Welcome to the RARE Revolution Charity Partner Scheme

RARE Revolution: to can bring about a dramatic and wide reaching change in conditions and attitudes for the rare disease community.

Together we will turn the tide!

Meet your team

As a valued member of our Charity Partners Scheme, you will have a dedicated point of contact who will be on hand to ensure that you optimise your exposure and make the most of your partnership benefits.



Rebecca Pender
Team and Community Administrator

Rebecca will be your primary point of contact on a day-to-day basis. Rebecca will work closely with you to understand your organisation's priorities including the goals and aims for the year ahead so we can ensure you make the most of the opportunities available.

Rebecca will be on hand to support you with optimising your visibility across our social media chanel, including campaigns, awareness days and participation in our #tuesdaytakeover initiative.

rpender@rarerevolutionmagazine.com

+44 (0)7943 920871

 @Rebecca Pender



Partner induction

Having taken the step to become a new partner, or renew your existing partnership the next step is to have a contact call, which are typically conducted via Skype or Zoom. Ahead of this call here are some things you can consider as preparation:

- What is your existing communications and social media strategy. If you don't have one don't worry!
- What are the goals and objectives of your charity/not-for-profit in the next year?
- Are you running any specific campaigns or events this year?
- Are there any national or international awareness days that relate to you?
- Do you have any other partnerships or close relationships with other organisations or collaborations to talk about?
- Do you have any members of your community who are interested in sharing their story?



And don't forget—as an integral part of the RARE Revolutionaries family, you have access to the rest of our great team for advice and support!



Partner induction—checklist

As a partner your details will be listed on our website as well as in the Member Directory at the back of each of our quarterly core editions. This provides vital signposting to our readers and followers so they can connect with you. Please make sure that we have your accurate details, and don't forget to update us if these change (for example change your logo or contact details).

Please send the following to rpender@rarerevolutionmagazine.com

- High resolution version of your logo**
(acceptable file types, Ai, eps, jpeg, png)
- Social media handles**
(let us know all the places your community hang out, don't forget LinkedIn and You Tube, then we can be sure to follow you)
- About you—a short description of your charity**
(Visit www.rarerevolutionmagazine.com/our-charity-partners for examples. Don't forget to give us your registered charity number)

Partnership at a glance

FEATURES

As partners we want to showcase your work, and help celebrate your successes, or support calls to action when you need help. Featuring in-magazine gives you a platform to share your news, views and thought leadership with our multi-stakeholder, cross condition, global audience. Partners are given priority for space allocation and content consideration.

ADVERTS

Need runners or cyclists or hosting a fundraising event?
Are you launching a big campaign or do you have a press release to share?

Your partnership allows you to advertise with us throughout the year in-magazine and via our website and weekly newsletter.

SOCIAL MEDIA

We can help promote your charity and raise awareness of your events and campaigns via our social media channels, plus you will be part of our regular partner campaigns.

Partners also receive priority date allocation for our social media #tuesdaytakeover initiative.

GUEST BLOGS

Partners receive priority for guest contributions via our RARE Insights blog, which is another great way to share your thought leadership, and views on issues important to the rare disease community while reaching a diverse and global audience.

PARTNER DIRECTORY

Placement of your charity logo with interactive hyperlink will feature on our partners page across all four core editions helping new patients, beneficiaries and potential supporters to find you.

COMMUNITY

You are an integral part of our RARE Revolutionaries community, and will be provided with an affiliate logo which can be used on your own website and email credentials, showing your affiliation and our commitment to supporting your voice. United voices are amplified!

ONLINE PRESENCE

Your logo and details will be listed on the Charity Partners page on our website with interactive hyperlinks.

BONUS DISCOUNTS

RARE
REVOLUTION
MAGAZINE
CHARITY PARTNER



FEATURES

Showcasing YOU— in-magazine features

RARE Revolution magazine – Quarterly circulation: spring, summer, autumn and winter.

Our magazine is a digital publication sent directly to our readers email inbox and hosted via our own and third party partner's websites and social media channels. While primarily digital, for the purposes of events we do sometimes run a limited print edition. If you are featured in the printed issue you can request a copy to be sent to you. (Postage charges may apply).

Spotlight editions - We also run special spotlight editions throughout the year, that are an opportunity for us to drill down in a detailed way into a particular disease area or theme. These are typically sponsored supplements that we work on with our corporate friends and charity partners. Most recently, these have included:

- **Mental Health Special - October 2019**
- **Duchenne Muscular Dystrophy - Rare Disease Day - Feb 2020**
- **ANCA-Associated Vasculitis - May 2020**

Partner contributions

In addition to your induction call, every month you will receive a Partners Newsletter from our team, which will provide updates on our editorial calendar and calls for content, so that you are informed on all the opportunities to get involved.

You can also contact us at any time to discuss your own ideas for a feature or future content or to recommend someone for one of our regular features such as RARE Inspiration, Charity and Clinical Spotlights, or perhaps a Science in a Nutshell fact sheet.

Editor-in-chief, Nicola Miller
editor@rarerevolutionmagazine.com

Team and Community Administrator
rpender@rarerevolutionmagazine.com



Charity Partner's aPODD, as featured in a 5 page spread in a Charity Spotlight feature in our RARE Cancer edition, Issue 012, Summer 2019

Submitting a contribution

The best thing to do is drop as an email with your ideas for the piece, whereby we will send you a copy of our contributor T&Cs and either arrange a call or respond with specific details regarding copy deadlines, word count etc.

If you don't feel confident in writing, don't worry. Our team can give you full writing support to help you produce the best possible article.

Once a topic and format is agreed, here is an outline guide on our submission requirements.

Copy

Please provide all copy in an editable format, preferably in Word.

Maximum word count 1,200 words, unless agreed otherwise (often shorter is appropriate), plus a brief author bio. Please provide the name, organisation and job title as you would like it to appear. Please ensure any references are included in the text and marked.

Include contact details, website and social media handles of author where permissible. We love our readers to be able to connect with our contributors directly where appropriate.

Images

Images should also be provided to accompany your submission, if you don't have any images we can source stock images, however, whenever possible it is better to use personal images. These include logos, images of events and the individuals who feature in the content, please ensure you have consent and advise us of any credits for images you provide. Photos, images and logos should be high resolution, preferably a minimum of 300 dpi in jpeg or png format. Vector files preferred for logos.

TOP TIPS FOR CONTENT

What makes for an interesting feature?
How do you create content that is
relatable, informative and topical?

You are most likely a subject matter expert and know about the condition inside out, therefore it is easy to forget that most people don't have your level of knowledge. It's important to add relevant background/context. That said, try to keep it concise and with as little jargon as possible. Sometimes, less is more when exciting and engaging the reader on your passion.

Ask someone to read your content who doesn't know about the subject to see if they understand

There is often a lot of emotion involved in capturing our RARE stories, and remember print last forever, whereas some of our emotions do not. Be factual but not inflammatory, and always be sensitive to others. Our team edit all content before print so may raise any concerns, and likewise if you aren't sure how to address a sensitive topic, don't hesitate to ask

Always consider "what are my key messages I want to share?"

Adding a personal element makes it easier for readers to relate and increases interest, and hence optimises your reach and engagement.

People like learning about the people!

Visuals make all the difference and make it more engaging. Provide photos and infographics to add interest and educate readers

Back up with interesting facts and quotes

Break up your text with subheadings to keep readers engaged and focused, help them to follow the journey, we will also help with this in production

ADVERTS

Promoting YOU— advertising access our channels

We are passionate about providing RARE charities with a platform to share and promote the work they tirelessly do for their own RARE communities, as such partners can benefit with regular and/or one-off advertising across our platforms, including in-magazine, and via our website and weekly newsletter.

This might include:

- Advertising for sponsored runner or riders
- Promoting a fundraising ball or tea party
- Launching a big awareness or fundraising campaign
- Sharing some breaking news or a press release.



Partner advertisements

Adverts in RARE Revolution – being a partner enables you to benefit from placement of adverts in our quarterly magazine.

These adverts can be ¼ page, ½ page or full page.

Digital banner adverts – why not also take advantage of our current exclusive offer to members of running a banner advert for a specified period of time on the side or bottom of the articles.

These are a limited opportunity so will be allocated on a first come, first served basis.

Newsletter – let us know if you would like to take advantage of placing an advert in one of our weekly RARE Round-up e-newsletters.

To discuss your advertising requirements and to book the space, please contact:

Rebecca Pender, Team and Community Administrator
rpender@rarerevolutionmagazine.com



Various Charity Partner adverts which have been placed in-magazine

Submitting an advert

In-magazine

Adverts should be submitted as high resolution, min 300 dpi artwork in either ai, eps, jpeg, png or pdf file formats (where possible Vector images are preferred).

The following sizes are available.

- ¼ page: 105 x 148 mm + 3mm bleed
- ½ page: 210 x 148 mm + 3 mm bleed
- Full page: 210 x 297 mm + 3mm bleed

Digital banner

Artwork for digital banner adverts should be provided as follows:

- Size 728 x 90 pxls min 300 dpi (in-magazine)
- Size 800 x 534 pxls min 300 dpi (on website)

E-newsletter

Copy for inclusion in the e-newsletter should be provided in an editable format, such as Word, along with any supporting graphics.

Images to be provided at the width of 800 x 312 pxls for optimum viewing.

If you need creative support with producing artwork, our in-house design team will be very happy to assist for an nominal additional fee of £25.00.



SOCIAL MEDIA

Promoting YOU—partnering for success on social media

We can help promote your charity and raise awareness of your events and campaigns via our social media channels, plus you will be part of any regular partner campaigns we run.

Partners also receive priority date allocation for our social media #tuesdaytakeover initiative.

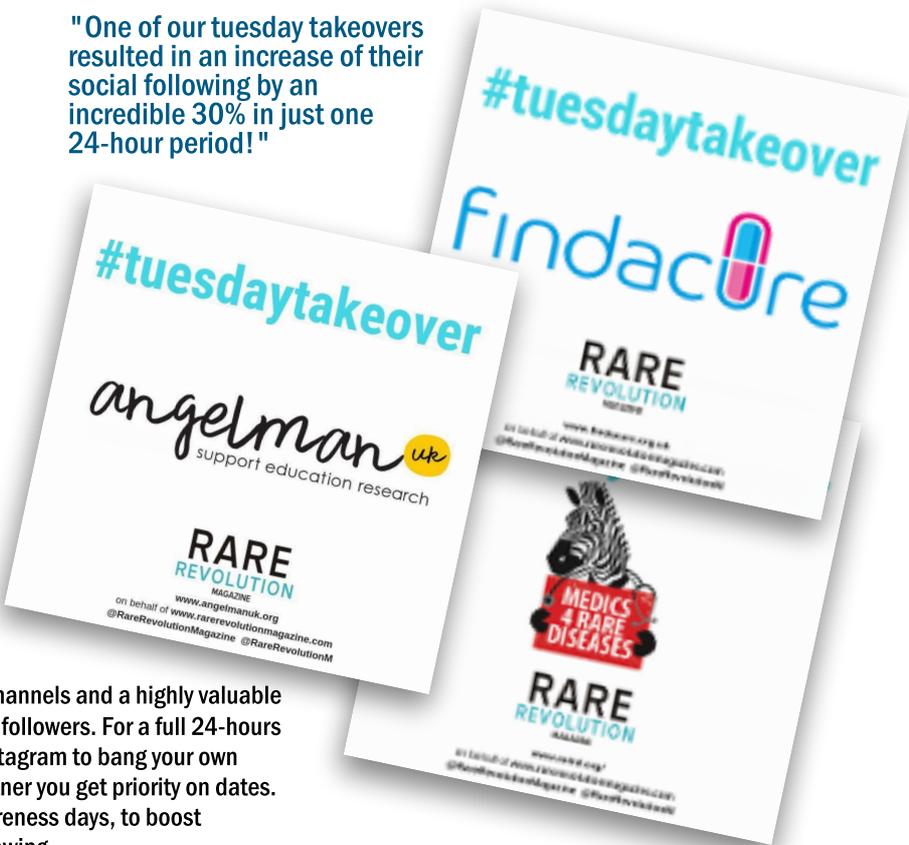
"One of our tuesday takeovers resulted in an increase of their social following by an incredible 30% in just one 24-hour period!"

Partnering on socials

RARE Rev partner campaigns – throughout the year we will be planning a number of partner threads and campaigns. We will keep you updated via your monthly partners e-newsletter on how to engage with this.

Your campaigns – Whether it's a campaign you are running, a hashtag you want help to get trending, or a voice you want amplified on an important topic, just let us know what, when and where and we will do our best to help.

#tuesdaytakeover - this is a weekly feature across our channels and a highly valuable way for charities to reach a new audience with access to our followers. For a full 24-hours you can take over our airwaves on Facebook, Twitter and Instagram to bang your own drum about all the great things your are doing, and as a partner you get priority on dates. Takeover days work really well to gain traction ahead of awareness days, to boost messaging around a campaign or just to help grow your following.



Just a selection of the many charities who have hosted on our #tuesdaytakeovers

Contact Rebecca Pender to keep us updated on your campaigns and to book a #tuesdaytakeover rpender@rarerevolutionmagazine.com

Booking a #tuesdaytakeover

Forming connections with other recognisable brands helps establish your brand, build trust and recognition as a voice of authority—amplifying your exposure and reach.

The more you can commit to it, the better the results, and to make sure you get maximum gain we have made the process as simple as possible, with our new guide which takes your through HOW IT WORKS and HOW TO GET THE BEST from your TAKEOVER.

All your planning and content creation is done in advance so on the day you can sit back and be confident that our team have got it covered!

www.rarerevolutionmagazine.com



Book your slot and request our quick guide

RARE INSIGHTS

GUEST
BLOGS

Promoting YOU— creating sharable content together

Partners receive priority for guest contributions via our RARE Insights blog, which is another great way to share your thought leadership views on issues important to the rare disease community while reaching a diverse and global audience.

These are also a great way to quickly share your breaking news and press releases as they happen.

RARE - guest blogs and online opportunities

RARE Insights – our blog site is an additional platform where we publish exclusive content throughout the year and in between magazine issues. Blogs are a highly shareable media and great for getting out topical and time sensitive news and views.

The People of RARE – Throughout 2019/20 we have been running our CEO series, which many of our charity partners took part in. This series is now coming to an end so watch this space for the new series launching later this year. Details will be published in your partner newsletter.

Contact Rebecca Pender to submit your blog ideas or press releases rpender@rarerevolutionmagazine.com



Charity partners, AKU Society as featured on RARE Insights, 2019

Submitting online content

Blogs

The best thing to do is drop an email with your ideas for the blog piece, whereby we will send you a copy of our contributor T&Cs and either arrange a call or respond with specific details regarding copy deadlines, word count etc.

As a guide, we recommend a maximum word count of 750 words plus supporting images, and a brief author bio.

Press releases and news items

Copy for press releases and news should be provided in an editable format, such as Word, along with any supporting graphics.

Images should be submitted as high resolution, min 300 dpi artwork in either jpeg, png or pdf file formats.

If your releases/news is time sensitive please let us know when submitting so we can take this into account when scheduling it in our content plan. Please also provide us the details of any social media you would like us to tag in when sharing across our platforms.



PARTNER
DIRECTORY

COMMUNITY

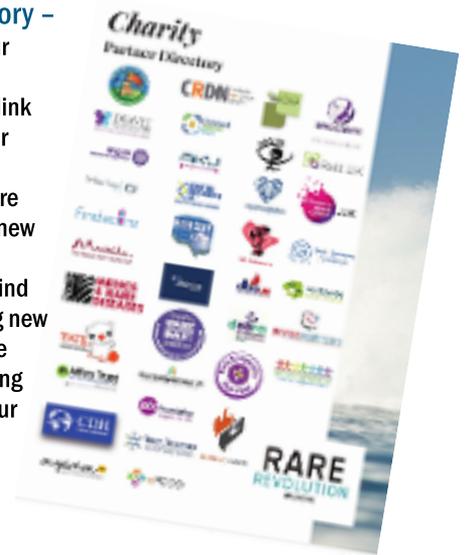
ONLINE
PRESENCE

BONUS
DISCOUNTS

Promoting YOU— signposting and bonus benefits

Partner Directory –

Placement of your charity logo with interactive hyperlink will feature on our partner directory across all four core editions helping new patients and beneficiaries to find you, and allowing new connections to be made, while driving traffic back to your own charity site.



Online presence – Your logo and details will be listed on the Charity Partners page on our website with interactive hyperlinks, making sure that new patients, beneficiaries and potential supporters can also find you.

Don't forget to notify us of changes to your details, such as logos, contact details etc.

Community – Partners are an integral part of our RARE Revolutionaries community and family and will be provided with an affiliate logo which can be used on your own website and email credentials, showing your affiliation and our commitment to supporting your voice. United voices are amplified!

Display your badge with pride—where will you display your affiliate digital badge?

We also encourage you to join our closed RARE Revolutionaries Facebook community where you can get to know our global community and forge meaningful friendships and professional relationships all in the RARE Rev spirit of openness and collaboration.

www.rarerevolutionmagazine.com/revolutionaries-community.html

Bonus discounts – As a valued partner you are eligible for significant discounts on our professional services via our RARE Communication brand. We provide a range of professional services provided with the same dedication as all RARE endeavours, from the same great team; from social media management packages, to content writing, creative assets and more.

Why not ask us more about this and find out how RARE Communication might be able to help you.

RARE COMMUNICATION

stand out in the herd

Website launching Autumn 2020
www.rarecommunication.com

www.rarerevolutionmagazine.com

Keeping in touch

We will do our best to keep you as informed as possible on what is coming up next and how best you can engage and benefit, and of course we always have our partners in mind when setting editorial themes and our own campaigns, but we need your help too.

Don't forget to keep in touch, and of course we also love a good natter on the phone too so don't be shy in reaching out and letting us know how we can help you.





Promoting YOU— how existing members are getting the most out of the RARE Revolution Charity Partners Scheme

The key to success – continuous conversation is the key to optimising and unlocking all your partnership benefits, and charities who actively engage with us through calls for content, responding to e-newsletters and more, prove time and time again how beneficial this partnership scheme is to them.

The following case studies look at the value proposition over the last 12-months, for two of our longest serving partners: Medics 4 Rare Diseases and Findacure.

*Value of package and exposure is based on our non-charity partner rates payable for services provided.

The value of your membership at a glance



Value
£3,395*

Features: 1 x three page editorial article

Adverts: 3 x full page
1 x half page

Online: Numerous adverts in RARE Round-up e-newsletter and sharing across our channels, PLUS inclusion in our partners threads on socials.

Placement on Partners Directory online and in-magazine for 12 months.

Partner's cost banding at 2021/2022 price = £60.00



Value
£3,435*

Features: 1 x three page editorial article
1 x five page RARE Inspiration feature on founder

Adverts: 1 x full page

Online: 1 x CEO Series feature

Numerous mentions and event adverts in RARE Round-up e-newsletter and sharing across our channels, PLUS inclusion in our partners threads on socials.

Placement on Partners Directory online and in-magazine for 12 months.

Partner's cost banding at 2021/2022 price = £100.00



RARE Revolution Charity Partner Scheme— Terms and Conditions

Charity Partners are bound during the continuance of their membership term by these terms and conditions including any amendments in accordance with the details set out below.

NRG Collective Ltd is the trading name of the company responsible for the following brands; RARE Revolution Magazine, RARE Youth Revolution, RARE Communication.

For the purpose of the following terms and conditions NRG Collective refers to all company brands, and the named company into which you are entering this contract.

General terms and conditions

1. NRG Collective Ltd reserve the sole right to accept or decline offers from organisations to take part in this initiative.
2. All information provided by you to NRG Collective Ltd is accurate at the point of applying. In the event of a change of circumstances such as change of organisational name, increased/decreased turnover to change band of scheme we should be notified in writing to keep our records up to date.
3. Membership to the Charity Partners Scheme is fixed for a period of one calendar year starting in July of each year and on a pro rata basis if you join after July.
4. Payment can be made by BACS (international organisations can pay by international payment transfer or via pre-agreement may make a credit card payment subject to a three per cent CC fee).
5. Membership scheme benefits are only available if payments are up to date.
6. Membership scheme benefits are subject to change without notice.
7. NRG Collective Ltd reserves the right to withdraw membership or to prevent renewal of the Charity Partner Scheme if you put NRG Collective Ltd into disrepute or breach the terms and conditions, including making defamatory comments either about NRG Collective Ltd and its associated brands RARE Revolution Magazine, RARE Youth Revolution or RARE Communication or other charity members or through using our platforms to promote, politics, religion, promotion of medicines, or offering medical advice.
8. NRG Collective Ltd reserves the right to withdraw membership to the scheme if the Charity Partner is deemed to have misused the partner scheme or be acting outside of the spirit of the scheme.
9. All charity members are provided with a charity partners logo which we ask you to include on your website with a hyperlink to our home page. To use our RARE Revolution Magazine logo on other organisational materials please get in touch with Rebecca Pender at rpender@rarerevolutionmagazine.com
10. NRG Collective Ltd make no guarantee of financial or other benefit to the organisation in taking part in the scheme.

Editorial and advertorial content terms and conditions

1. We reserve the right to reschedule late submissions to another date. Please contact us in advance if you are unable to submit the content by the deadline.
2. You, the contributor, confirms you have, or have secured, all necessary rights to allow NRG Collective Ltd to use and reproduce the submitted content for the purposes of the magazine and online content.
3. Any photography credits should be made known to us at the time of submission.
4. NRG Collective Ltd reserve the right to make proofing related changes to the submission, but will not change the context of the content, without approval.
5. The content and any associated links that our audience is directed to, should not be defamatory, political, religious, include the promotion of medicines, or offer medical advice.
6. NRG Collective Ltd reserves the right to refuse to publish content that breaches our terms and conditions.
7. NRG Collective Ltd make no guarantee of financial or other benefit to the organisation in taking part.

Please sign and date this agreement overleaf and return to the email rpender@rarerevolutionmagazine.com

Name.....

Organisation.....

Date.....

Signed.....

