



ALDER ASSURE
Year-round reputation
support for charities

Alder Assure is a reputational support subscription that helps in-house teams reduce risk and build resilience by packaging specialist communications needs together.

Designed by one of the UK's leading charity crisis PR agencies, Alder Assure provides affordable services that will minimise the risk of reputational problems arising, help you deal with any crises and issues that do occur, and provide professional development support for in-house teams.



ALDER ASSURE INCLUDES:

A dedicated account manager

Your account manager will actively manage your media monitoring, respond quickly to your needs, and introduce you to one of our specialist partners should you need expert advice at any time.

Consultancy support

The subscription includes 12 hours of consultancy from members of our team – enough to cover most crises or time-critical events as well as the usual ad hoc needs that charities have. These hours can be used at any point during the year.

Online media monitoring

Monitoring your social media and other digital channels in real-time, our software will help you keep on top of breaking stories, enabling you to take swift action if necessary and alerting you to growing trends and reputational risks before they boil over.

Outsourced press office

Our team will deal with journalists on your behalf – valuable support if you don't have an in-house press officer, require cover during holiday periods, or need additional support when making time-sensitive announcements.

Sentiment reports and newsletters

We will provide a monthly analysis report providing an overview of online mentions and showing how your reputation is evolving over time. Useful reports to share with Trustees.

Insights

You will get priority access to our regular insight reports into trends in media reporting and the latest tips on how to protect your charity's reputation.

15% discount on services

Should you need additional services, such as professional media training, the drafting of a crisis communications manual, or time sensitive crisis PR support, you will receive 15% off our usual fees.

SUBSCRIPTION

Alder Assure support is charged at a fixed fee of £495 per month for a minimum of 12 months. All rates are exclusive of VAT and there is an 8% service charge for administrative fees. Payments can be made on a monthly, quarterly, bi-annual, or annual basis.

CONTACT US

To learn more about Alder Assure please call our charity team on 020 7692 5675 or email enquiries@alder-uk.com.