



SOHO
COMMUNICATIONS



studio
bluegreen

Earth Raise

2026

With thanks to



CHILDREN'S
INVESTMENT FUND
FOUNDATION

THE BIG IDEA

Our 2026 goals centred on delivering a nationwide campaign anchored around Earth Day (22 April). At the heart of the campaign was a standout **collaboration with Jordan Stephens** and Studio BlueGreen, supported by a wider network of celebrities and creators who used their platforms to speak up for nature. Together, they helped turn entertainment into meaningful action for the planet.

Pass the mic - Lend your voice to nature

Nature cannot advocate for itself so Earth Raise will call on you to do it on her behalf, translating Nature's cries for help into stories people care about, driving them to take action to protect the rich and beautiful environment that surrounds us.



THE SUMMARY

£10.9m+
total raised

£34m+
raised since 2021

47,243
donations

338
participating charities

40.7m
OOH impressions

75m+
media reach

15m+
social media impressions

23.7m+
combined social media followers

THE CHANGE



Restoring landscapes, protecting wildlife, and supporting stable climate systems through local leaders.



Fighting for the Water Reform Bill to lock in legal protections that stop us from swimming in sewage.



Standing up to the environmental and human rights abuses, protecting forests, wildlife and Indigenous communities.



Securing the Rothbury Estate and creating a 40-mile wildlife corridor, safeguarding threatened species.



Helping people better understand the link between healthy diets and sustainable food systems, driving support for farming



Creating a new garden in the heart of King's Cross, co-created with the local community - for plants and wildlife.



Challenging the system driving river pollution - pushing supermarkets and supply chains to up their standards for rivers.



Developing sustainable solutions using solar power to help provide access to clean energy to light homes.



Saving tigers, helping ensure poachers are identified and prosecuted, while addressing the root causes of poaching.



Unlocking the music industry's power to tackle the climate crisis by embedding giving into its core financial structures.

This page highlights examples from a portfolio of 338 charities

[Click on the tiles to find out more]



**owned
media**

THE CONTENT

The campaign was anchored by two hero videos. The first was Big Give's core campaign film, designed as both an engaging explainer and a central call to action. It was used across our social channels and shared with all participating charities to help drive awareness and donations.

Alongside this, was a special episode of ReRooted featuring Jordan Stephens. The content was distributed across YouTube, Instagram, TikTok, YouTube Shorts, and LinkedIn, helping us reach audiences across multiple platforms.



12.5m
video views

23.7m+
collective followers reached

8.3m
media reach

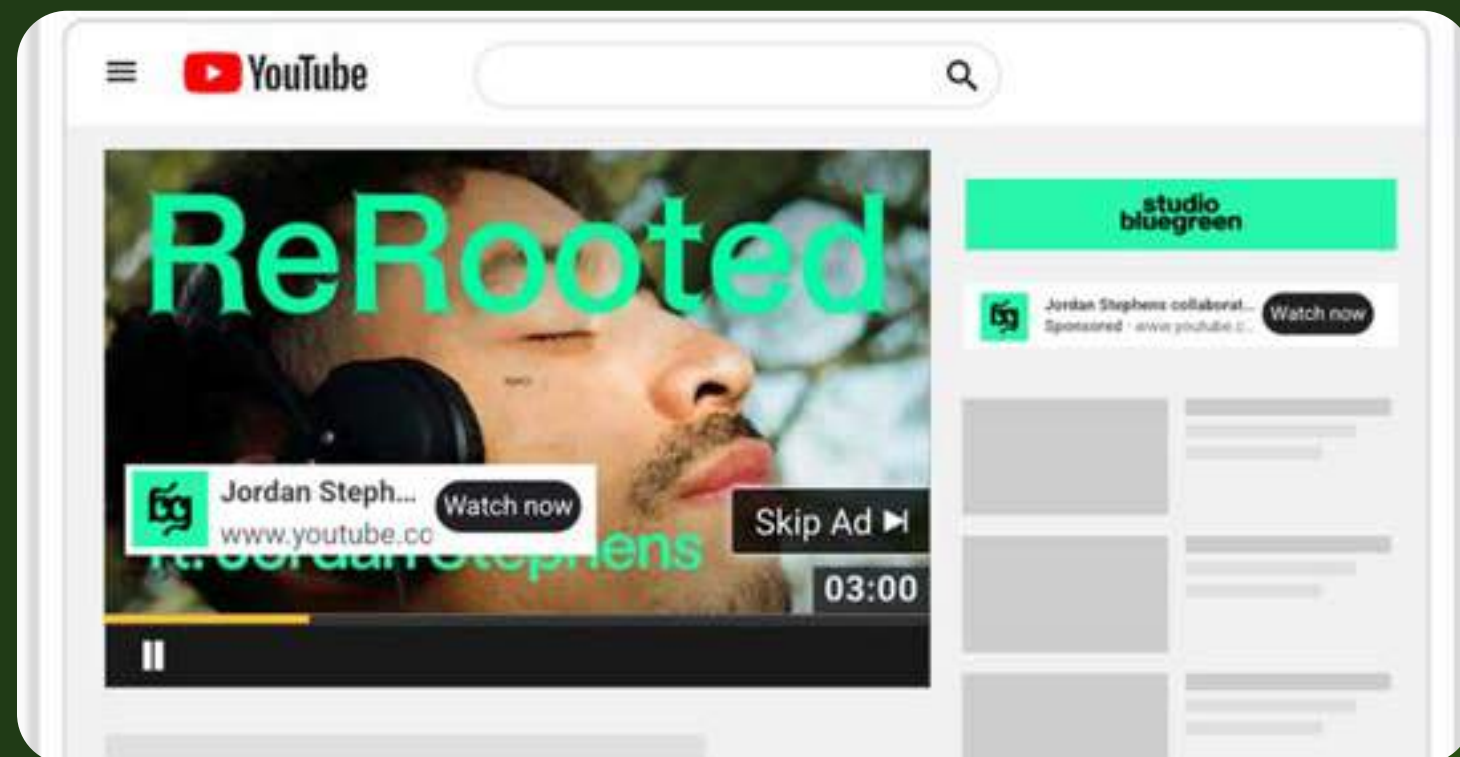
1.8m
social impressions

136k
social interactions

[across Big Give's core channels]

REROOTED

Overall, there was a great reaction to the hero content with interaction from musicians and people across pop culture and nature spaces (including Jade Thirlwall, Jameela Jamil, Max Lamanna, Professor Green, Canopy and Stars, RSPB, Ella Eyre, Lalala Let Me Explain, Naughty Boy, Hazel Hayes, Flare Audio, Amelia Windsor, Guvna B, and The Tin Men).



Click to watch: True Doves - Full track



CREATOR ACTIVATION

We partnered with Skating Panda, who identified and engaged creators, building relationships, and providing tailored support to partner them with participating charities.

They identified creators across the five nature themes to reach diverse audiences through different perspectives. This included coordinating a range of creator experiences and activations, from beach clean-up activities through to exclusive visits to the Big Cat Sanctuary.



PEOPLE

WATER

CLIMATE

NATURE

WILDLIFE



15

videos created

1065

total shares

447

reposts

1.98%

engagement rate

43.2k

likes

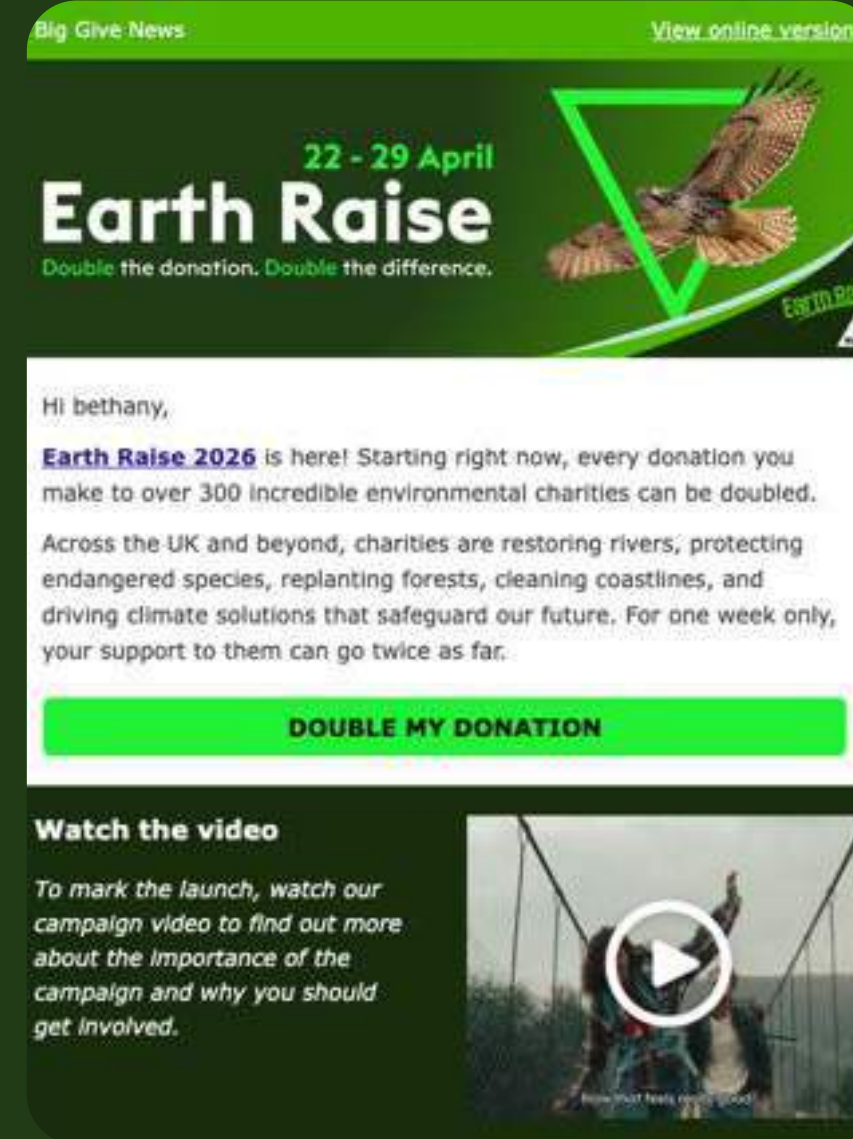
[see the inspo reel](#)

[watch the highlights](#)

EMAIL & WEBSITE

Paid media played a key role in amplifying content and driving audiences to the main Earth Raise landing page.

Alongside this, we delivered a 3-part email campaign to Big Give's donor community of more than 100,000 subscribers, encouraging supporters to engage with the campaign and make donations.



48%
email open rate

8.9%
email click rate

480k+
website visits

103k+
direct entries

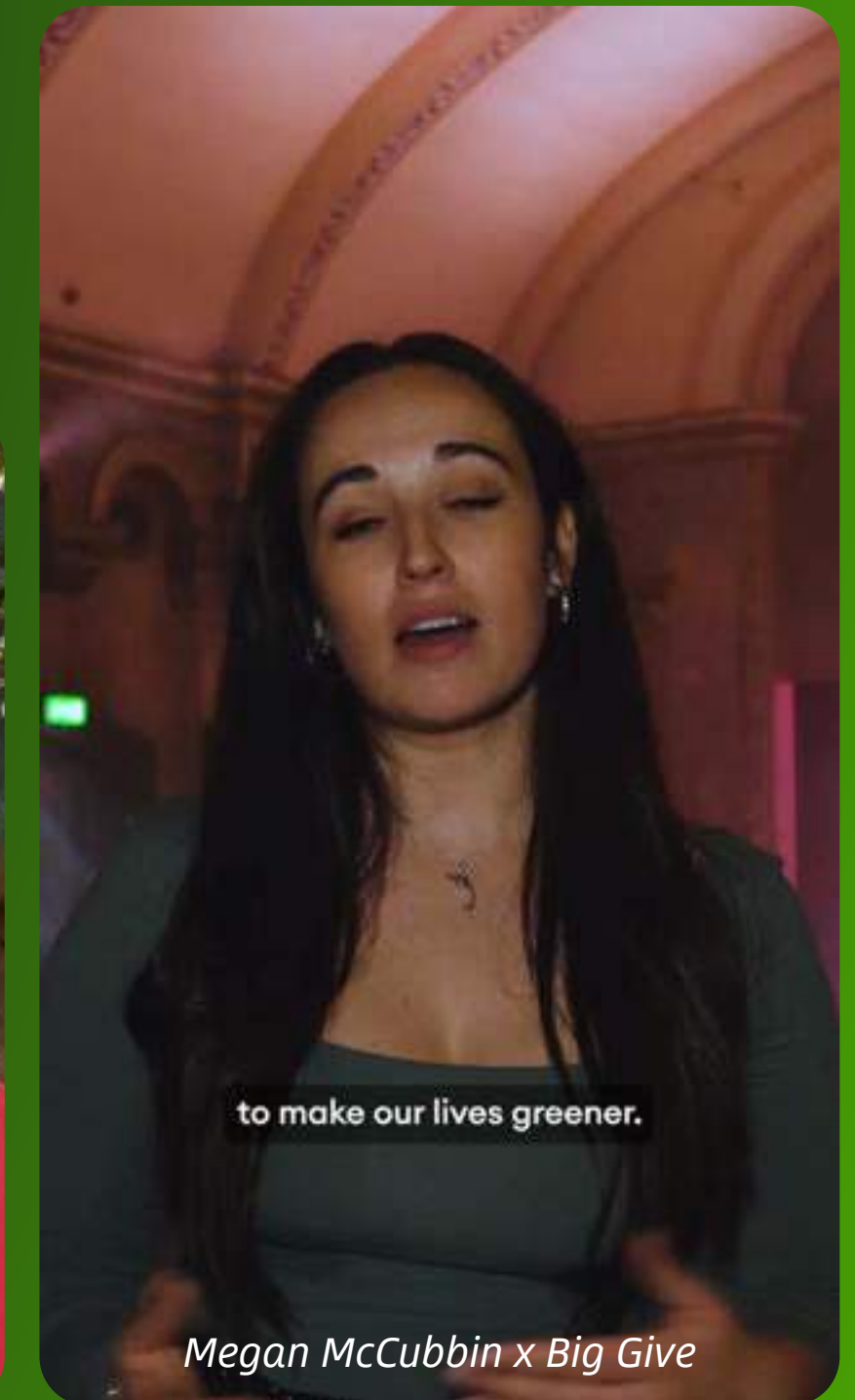
5.2m
donations raised

[+77% YOY Growth]



**earned
media**

CELEB ENGAGEMENT



109
creator/celeb posts

including: Lily James, Tasha Ghouri & Cam Whitnall, Deborah Meaden, Megan McCubbin, Jordan Stephens, Cel Spellman, Tristan Phipps, Alastair Humphreys, Bear Grylls, Giles Clark, Zoe Lyons, Louis VI, Sabrina Elba, Jimmy's farm, Adjoa Andoh, Peter Egan, Naomi Wilkinson and many more.

[see the inspo reel](#)

[watch the highlights](#)

PR & MEDIA

Our PR strategy focused on securing top-tier national media coverage, working in close partnership with our charities and their ambassadors to bring compelling stories to life.

This was supported by a coordinated approach to pitching, proactive press engagement, and high-impact moments designed to maximise visibility for the campaign.



Steve Cram x Sky Sports News



Lorraine Kelly x Hello! Magazine



Peter Lord x Daily Express



Brian Blessed x LBC



Ruby Wax x Hello! Magazine

Ruby Wax x Daily Mirror

67.3m
est media reach

11
national coverage

50+
trade pick-up

217k+
print circulation

59.2m
unique monthly visits



**paid
media**

SOCIAL ADS



6.1m+
impressions

84,832
clicks

£4.05
cpm

£0.30
cpc

£25k
spend

Combined stats from Big Give, with social ads delivered across Youtube and Meta - including Big Give hero video & a range of creator boosted content

ADS CONT.

Both Big Give and Studio BlueGreen supported the ReRooted hero video with paid media investment. Big Give's activity was focused on driving traffic and donations through to the campaign site, while Studio BlueGreen prioritised video views and engagement to maximise reach and awareness.

Activity was structured into two phases. A pre-launch period (10–21 April) was used to build and warm audiences, creating a strong base for retargeting. This audience was then activated during the main campaign (22–29 April), helping to drive higher efficiency, engagement, and conversion during the live fundraising window.



13

pieces of content

10m+

impressions

8.8m+

views

1.25%

av. interaction rate

63k

interactions

Combined stats from Studio BlueGreen, with ads delivered across YouTube, Meta & TikTok

OUT-OF-HOME

We delivered a strong OOH campaign, spanning **244 sites** across JCDecaux, I-media, Bauer and Global.

Activity was strategically concentrated in London, where discounted media rates enabled us to maximise visibility, while additional pro bono placements extended our reach into key regional cities including Edinburgh, Manchester and Birmingham.



24.4m

paid impressions

16.3m

free impressions

33k

est media value

£0.49

blended cpm

66%

value uplift VS spend

CHARITY IMPACT

Beyond marketing results, the impact of our campaign was felt directly by our charity partners, who benefited from increased visibility, stronger supporter engagement, and vital funds raised through match funding.

The campaign helped amplify their work at a critical time, enabling them to reach new audiences and accelerate delivery of their environmental impact on the ground.

Global Generation

We beat our fundraising target. We raised £111,084 (+ matching). We anticipated a major donation, but all other donations were unplanned and were from largely new sources. I do think the social video was responsible for raising awareness of the garden and reaching new audiences. The video helped us reach many more non-followers than our standard content and performed much better than previous content. (35% followers and 65% non-followers).

Plant Heritage

We had a great campaign raising more than 50% over our target, which is fantastic, and also a higher number of donations than last year. Helen's Instagram post was viewed by around 160k people, which is amazing for us.

73%

hit target

97%

got new supporters

65%

saw bigger donations

71%

saw more donations

99%

would recommend

[vs any comparable, non-matched campaign]

IMPACT CONT.



A huge THANK YOU from the Heal

instagram.com

2026-04-30 02:30

...team at #EarthRaise and the... behind the match funding pot: ...#ClimateConscious #BigGive



Tyne Rivers Trust

facebook.com

2026-04-30 02:00

...£21,641.04, including the match funding from the Big Give Earth Raise, championed by Garfield...

Thank you! 🙌🙌

We've smashed our target, helping restore the patchwork of Shropshire's heathland.

Amount raised

£20,254

Target

£20,000

100%

Closed 29 Apr 2026

100% Donations

Organised by

Barfield Weston Foundation





DIOLCH!



GENERATION ABERTAW

£11,061
RAISED IN
WEEK!



bit.ly/generationabertawe

Hedgehog Friendly Schools

YOU DID IT!

Thanks to your incredible support

WE RAISED

£20,000





WE DID IT! TARGET SURPASSED!

instagram.com

2026-04-30 03:24

...support during biggiveorg Earth Raise appeal, we haven't...beginning! #EarthRaise #ThankYou...

Together, we've raised

£10,000



Thank you for your support!

Read the full story at BigGive.org



TOGETHER, WE'RE UNSTOPPABLE



THANK YOU

£100k

raised to bring wildlife back to farmland



ZERO HOUR

Together, we've raised

£60,710





We've done it! We've hit our target of £60,000,





So we managed to raise over 18,000 for the Dee Trust





THANK YOU