Words that move people to give.

Lucy Leonard

Senior charity copywriter · Selected work, 2026

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About me

I craft words that move people, from a quiet nudge of curiosity to a bold, urgent call to action. As a senior copywriter, content editor and creative strategist, I work with fundraising agencies, NGOs and purpose-driven brands to build stories that connect, persuade and spark lasting change.

Specialising in direct mail appeals and integrated campaigns, I bring a strong narrative voice, a strategic eye and a deep understanding of how to build a case for support. Whether it's a donor newsletter, a legacy proposition or a multi-channel launch, I help organisations find the human emotion and shape it into something unforgettable.

I've partnered with some of the sector's most respected names, including Oxfam GB, NSPCC, Amnesty International, Christian Aid, Comic Relief, Shelter and RSPCA, either directly or through leading fundraising agencies. My legacy work for Christian Aid, Dogs Trust and several NHS charity trusts exceeded its income targets.

Charities and brands I've written for



Directly or through leading fundraising agencies.

What I write

Direct mail appeals

Cold, warm and emergency appeals, from the outer envelope to the reply form.

Integrated campaigns

Multi-channel campaigns taken from concept to launch.

Email journeys

Welcome journeys for Scope, MAG, Refugee Council and Abortion Support Network.

Tone of voice and positioning

Style guides, TOV work and brand positioning.

Legacy and gifts in wills

Legacy propositions, prospect packs, brochures and in-memory giving.

Paid social and digital ads

Meta and paid social ads, text-to-give and lottery creative.

Reports and guides

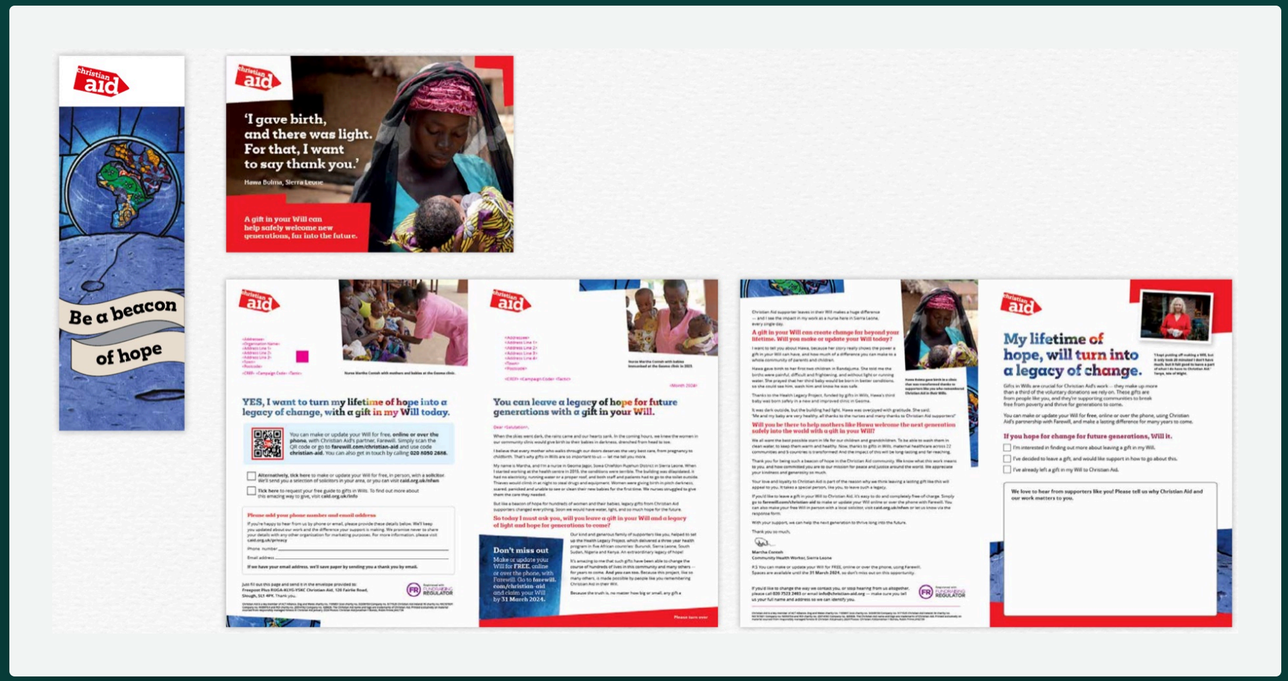
Annual reports, white papers and supporter reports, including turning a 60-page white paper into a punchy one-pager.

Scripts and voiceover

Film scripts and voiceovers for charities and brands.

A legacy pack that drew nearly 250 responses in two weeks.

A story-led legacy mailing to warm supporters. Nearly 250 heartfelt responses arrived in the first two weeks: pledged gifts, cash donations and supporters engaging with Christian Aid's long-term vision.



Christian Aid · Beacon of Hope legacy pack · Legacy prospects DM · 2023

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Direct mail & appeals

5 pieces

- Marie Curie
- Amnesty International
- Cats Protection
- Alzheimer's Society
- Overgate Hospice



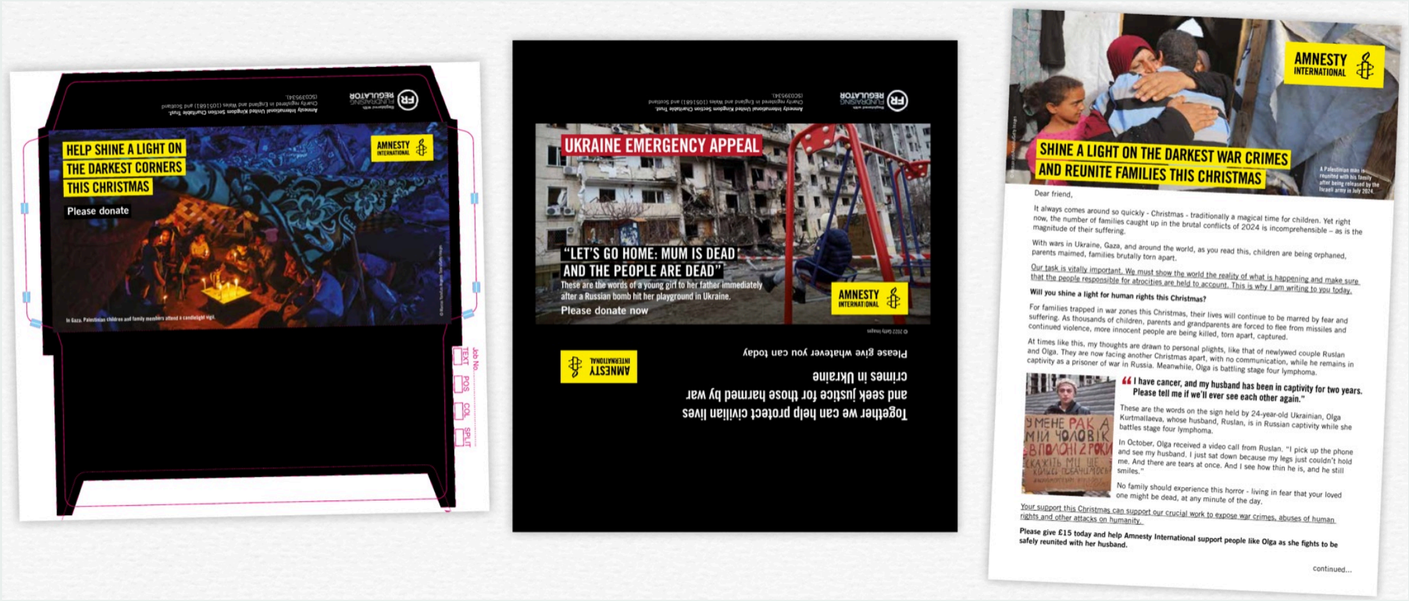
"Spread care, comfort and joy to people like Derek, in even the most difficult of Christmases."

Marie Curie

Cold Christmas appeal

Direct mail · 2023

A cold-audience Christmas pack built around one family's story, with gift labels supporters could keep and use: "Spread care, comfort and joy this Christmas."



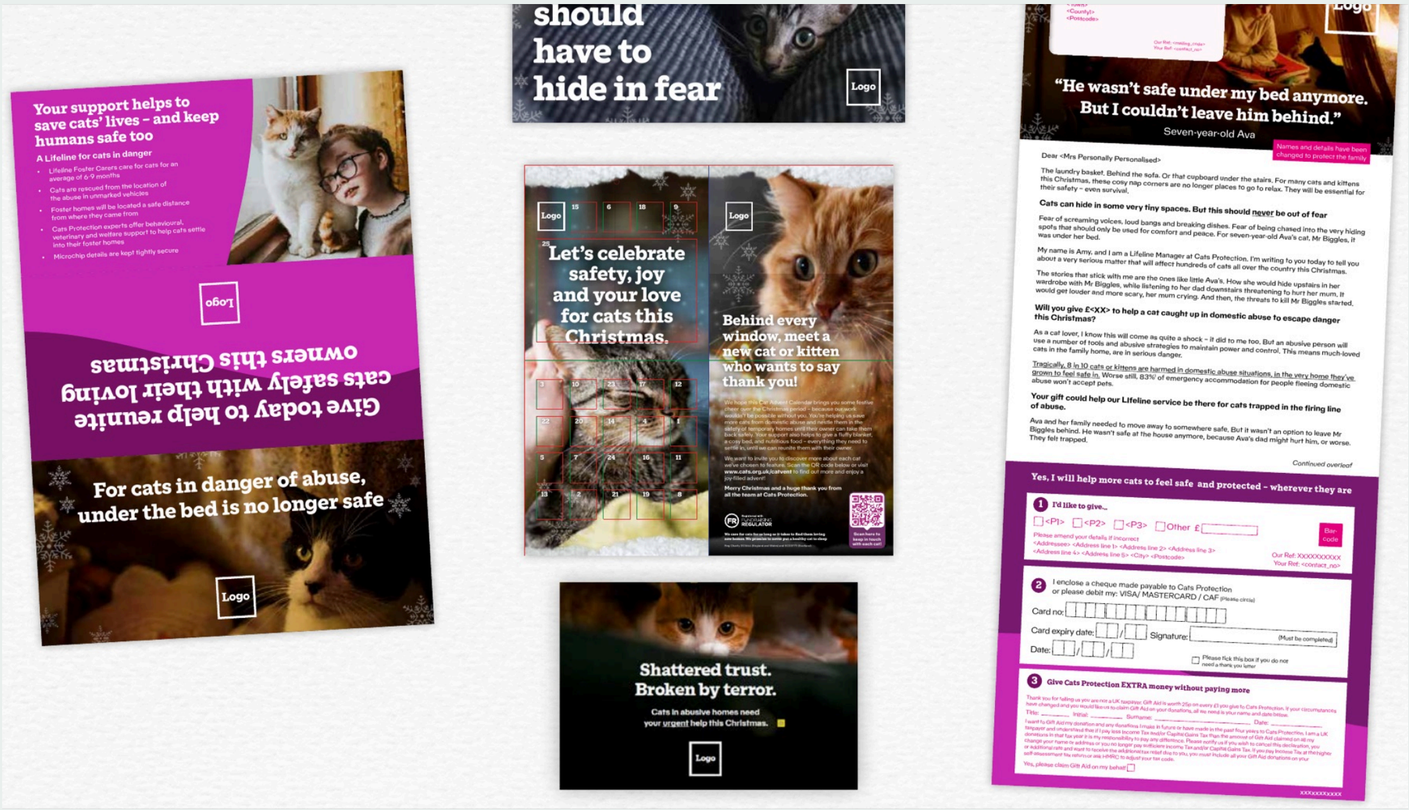
"Shine a light on the darkest war crimes."

Amnesty International

Gaza and Ukraine emergency appeals

Emergency direct mail

Urgent appeals that put the reader beside families caught in war, with a clear and immediate ask: "Shine a light on the darkest war crimes."



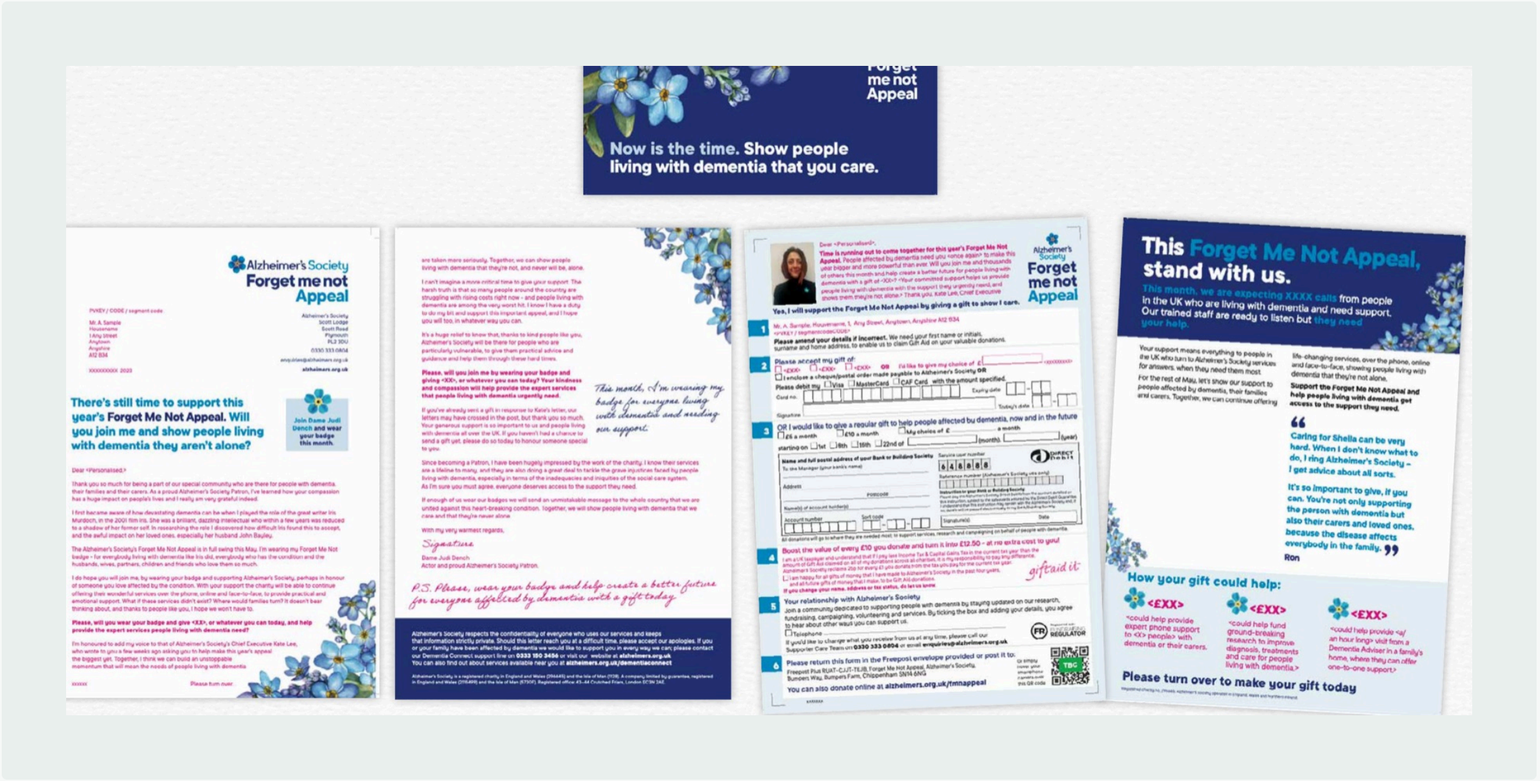
"No cat should have to hide in fear."

Cats Protection

Warm Christmas appeal

Direct mail

A Christmas mailing to warm supporters, from the outer envelope to the reply form: "No cat should have to hide in fear."



"Now is the time. Show people living with dementia that you care."

Alzheimer's Society

Forget Me Not appeal

Appeal and reminder pack

Appeal and reminder mailings for the Forget Me Not Appeal: "Now is the time. Show people living with dementia that you care."



Overgate Hospice

Big Build capital appeal

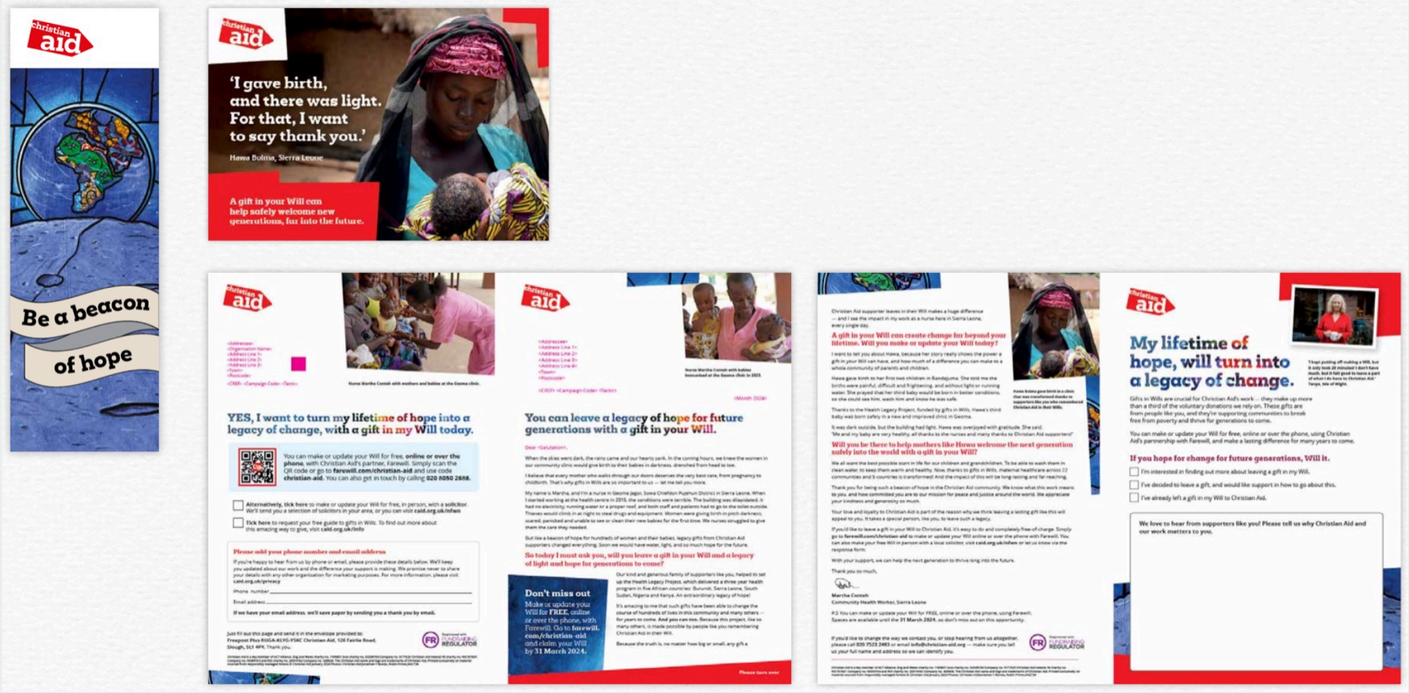
Direct mail · £220,000 raised

A capital appeal pack asking the local community to help build a new hospice for Calderdale. The appeal raised £220,000, exceeding its targets.

Legacy & gifts in wills

7 pieces

- Christian Aid
- NSPCC
- NHS charity trusts
- The Donkey Sanctuary
- Dogs Trust
- Age International
- Manchester Foundation Trust Charity



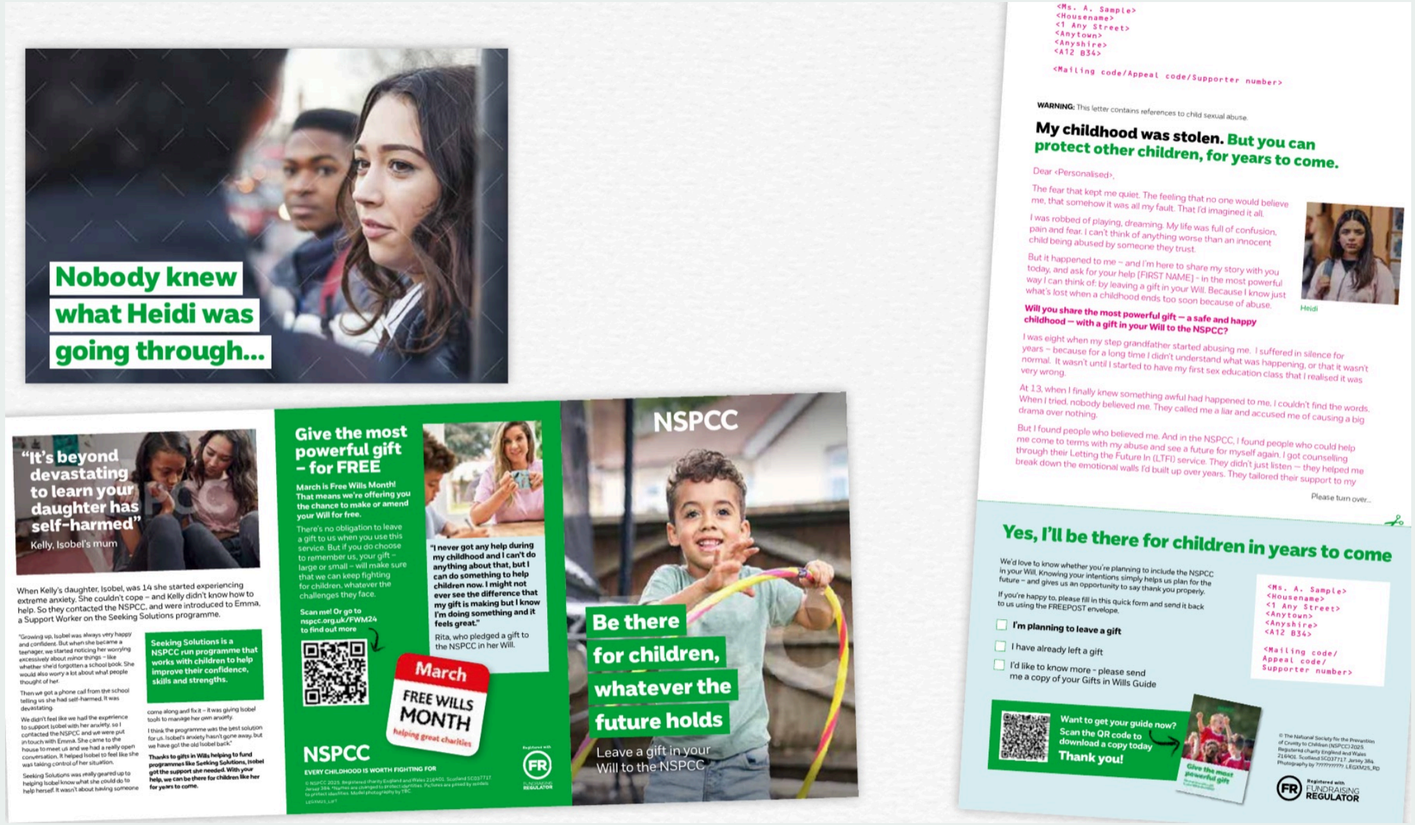
"Be a beacon of hope."

Christian Aid

Beacon of Hope legacy pack

Legacy prospects DM · 2023

A story-led legacy mailing to warm supporters. Nearly 250 heartfelt responses arrived in the first two weeks: pledged gifts, cash donations and supporters engaging with Christian Aid's long-term vision.



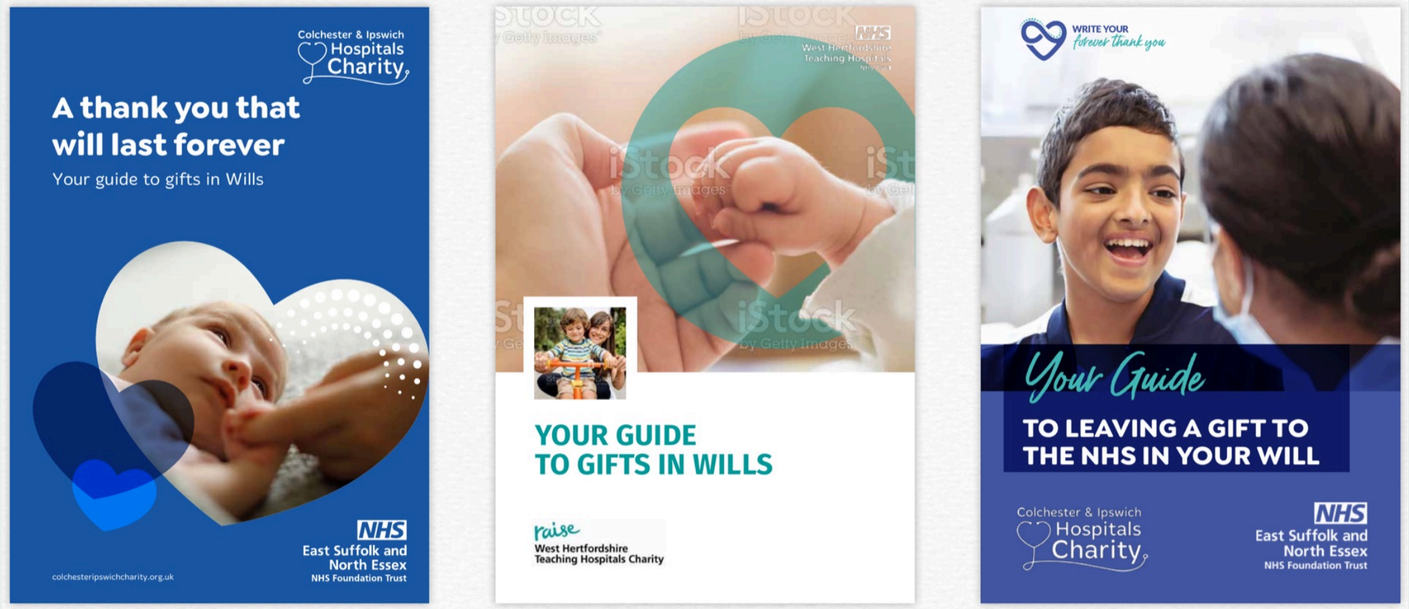
"Nobody knew what Heidi was going through."

NSPCC

Legacy prospects mailing

Direct mail

A legacy prospect pack led by a survivor's story: "Nobody knew what Heidi was going through."



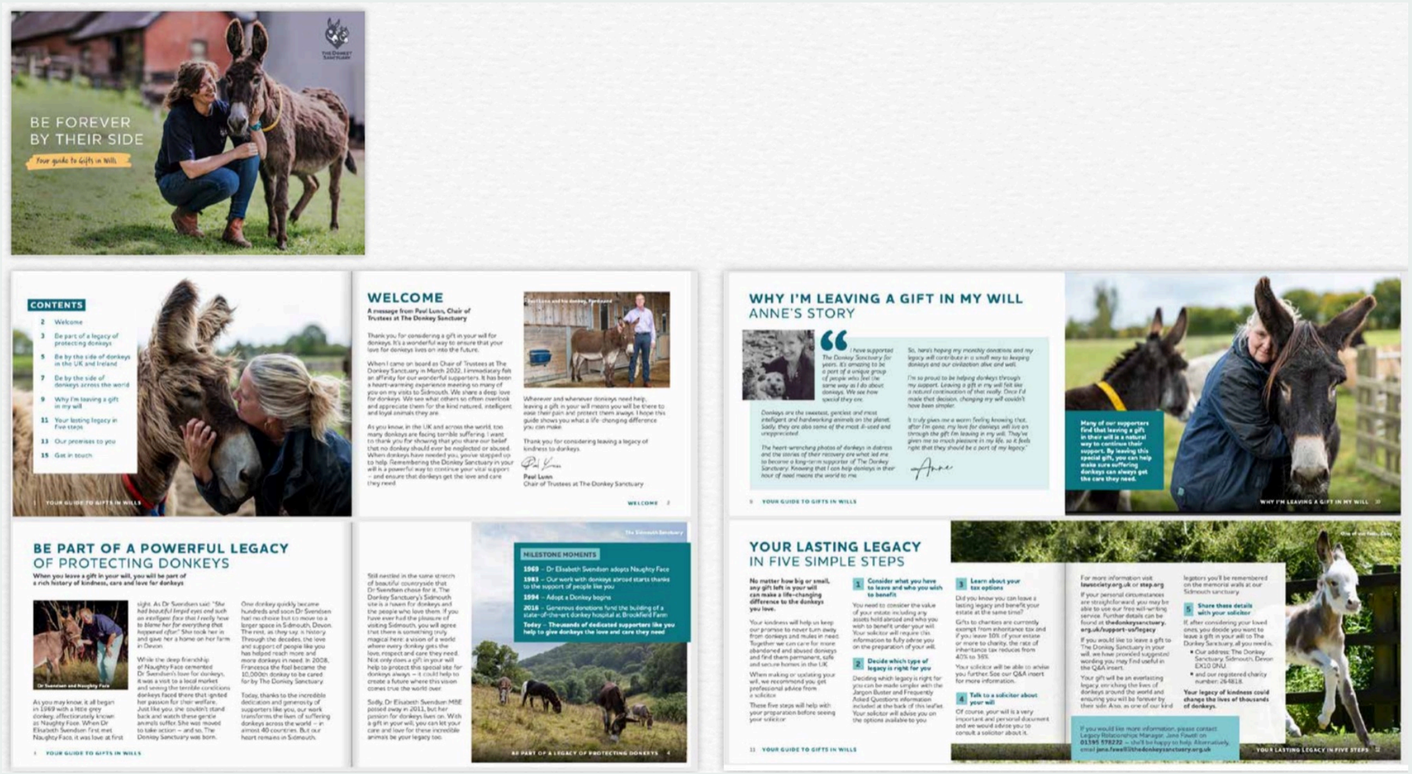
"A thank you that will last forever."

NHS charity trusts

Gifts in wills guides

Print

Gifts in wills guides for Colchester & Ipswich Hospitals Charity, East Suffolk and North Essex NHS Foundation Trust, and West Hertfordshire Teaching Hospitals Charity.



"Be forever by their side."

The Donkey Sanctuary

Gifts in wills brochure

Print

A gifts in wills brochure inviting supporters to be part of a powerful legacy of protecting donkeys: "Be forever by their side."



"Your love of dogs can live forever."

Dogs Trust

Legacy brochure

Print

Real supporter stories and a clear promise: "Your love of dogs can live forever."



"What will your legacy be?"

Age International

Legacy booklet

Print

A booklet asking "What will your legacy be?", showing how a gift in a will can pass on dignity and independence to older people.



“Make a world of difference.”

Manchester Foundation Trust Charity

Legacy and in-memory suite

Print and in-memory giving

A suite of gifts in wills and in-memory materials for the NHS charity: “Make a world of difference.”

Press, digital & social

6 pieces

- RSPCA and WWF
- MAG (Mines Advisory Group)
- Citizens Advice
- The Donkey Sanctuary
- World Animal Day
- Sustrans



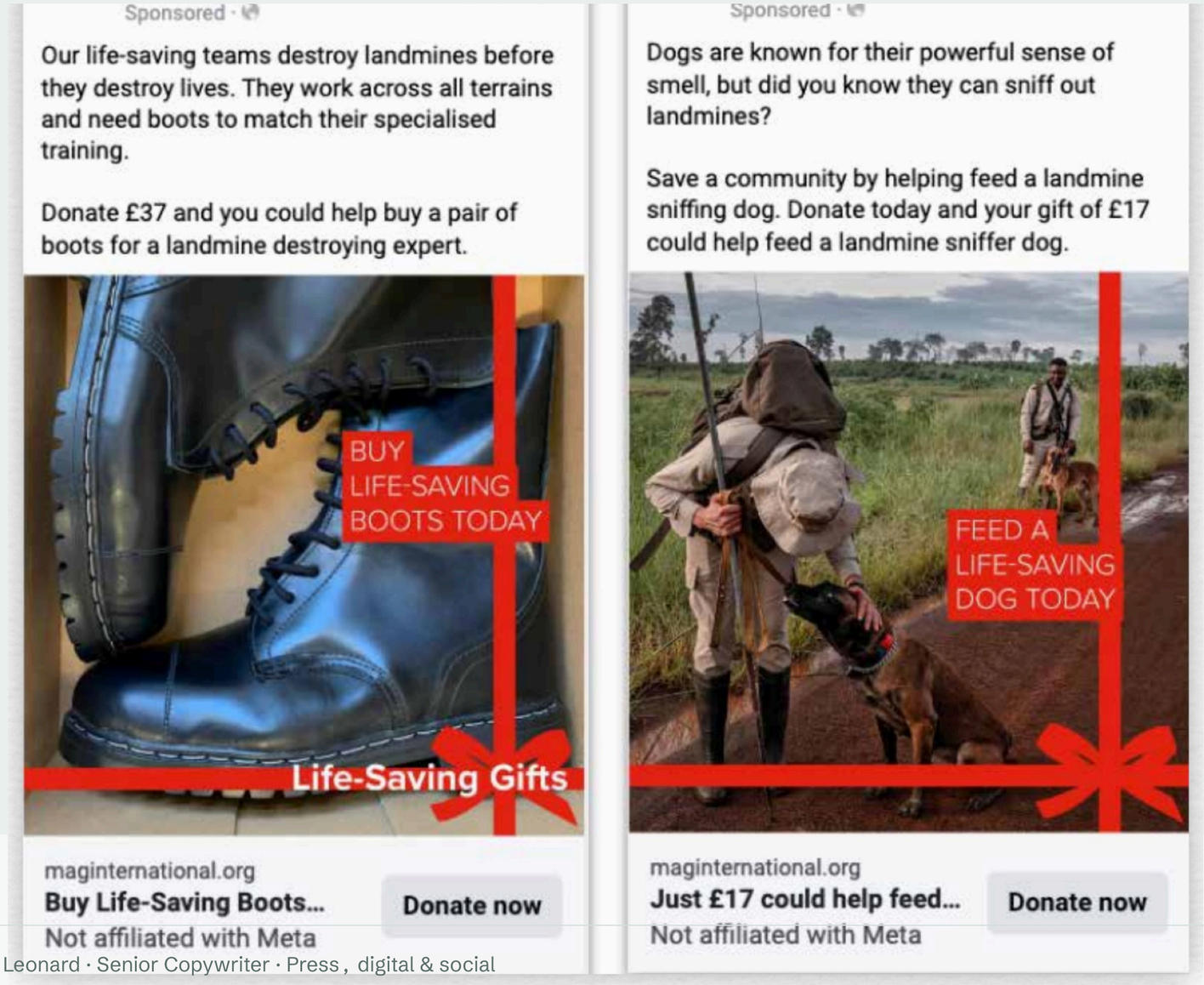
"If this makes you angry, pick up your phone."

RSPCA and WWF

Text-to-give press ads

Mobile fundraising adverts

Short, sharp press ads built around a text-to-give ask: "Beaten. Neglected. Starved." and "If this makes you angry, pick up your phone."



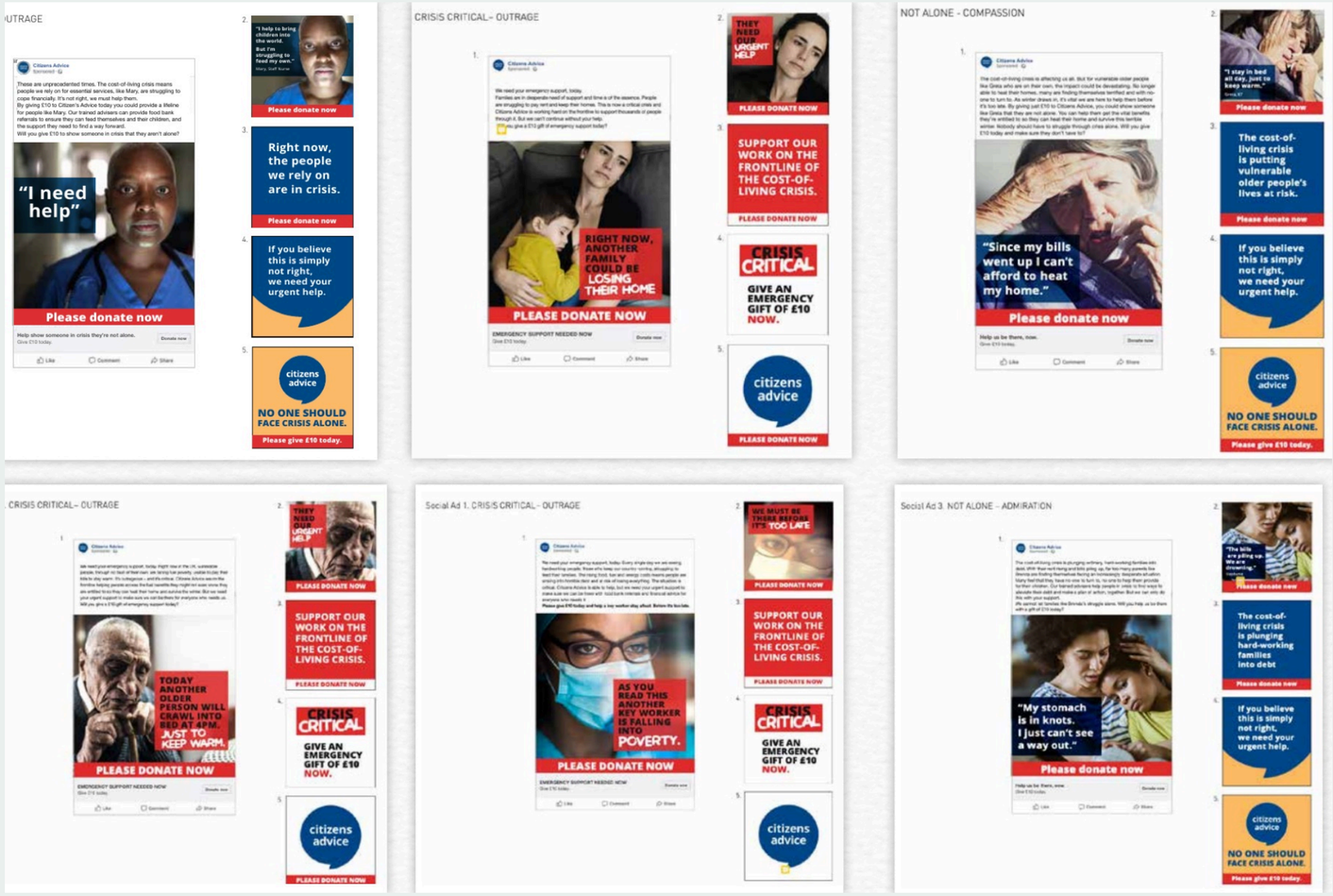
"Buy life-saving boots today."

MAG (Mines Advisory Group)

Life-Saving Gifts

Paid social

Meta ads for Life-Saving Gifts: "Donate £37 and you could help buy a pair of boots for a landmine destroying expert."

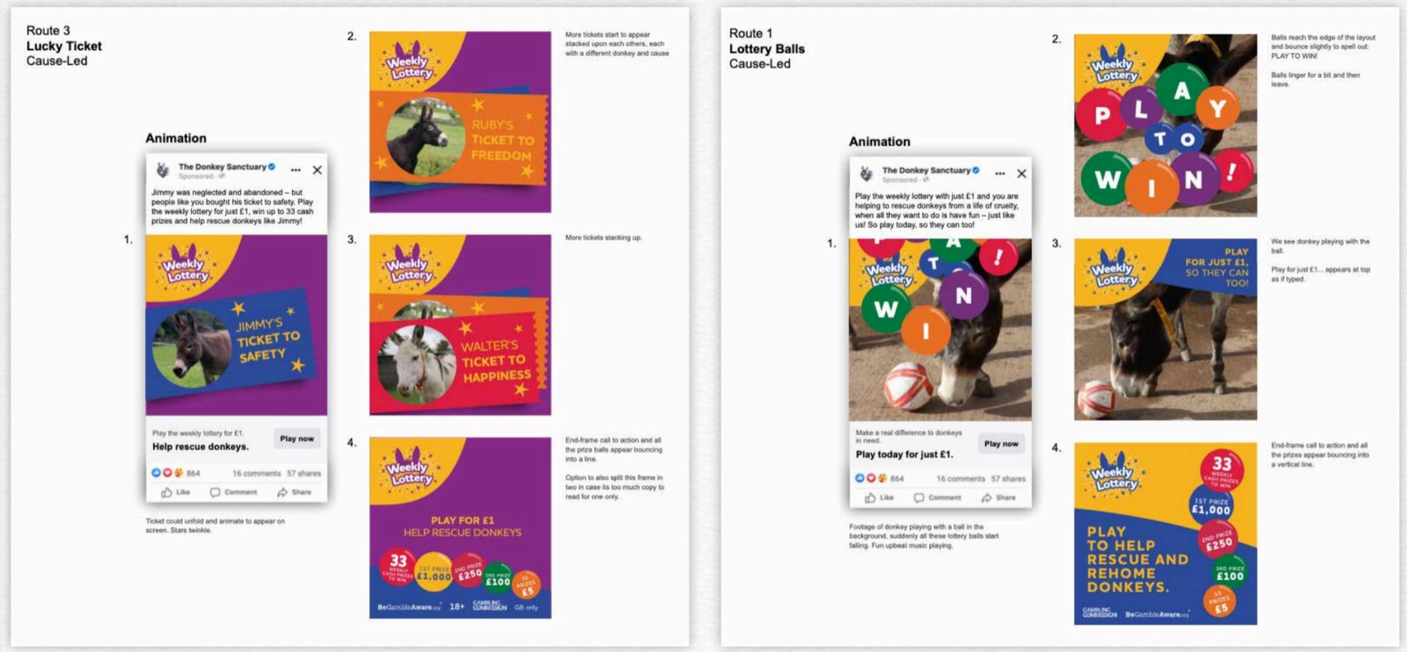


Citizens Advice

Winter crisis appeal

Paid social

A set of paid social ads for a winter crisis appeal.

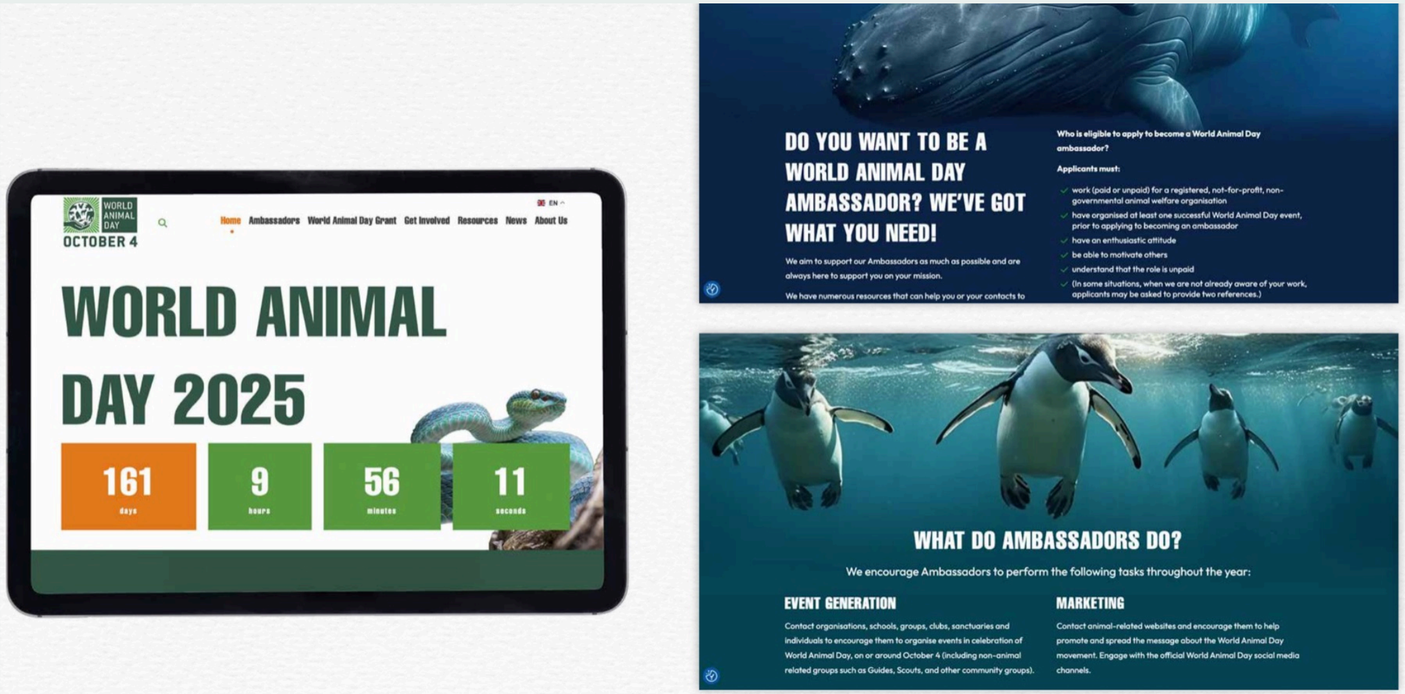


The Donkey Sanctuary

Weekly lottery ads

Animated social

Cause-led creative routes for the weekly lottery, scripted frame by frame for animation.



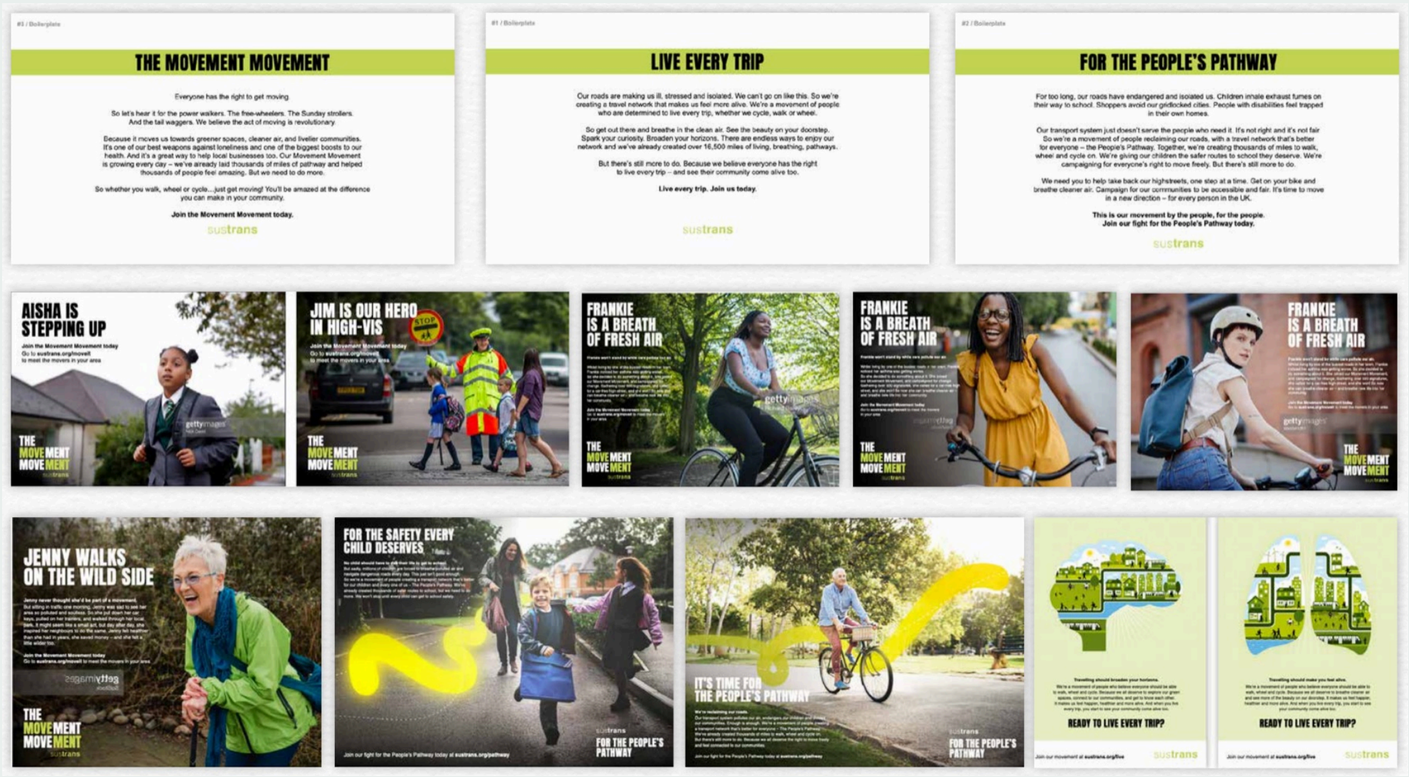
"Do you want to be a World Animal Day ambassador?"

World Animal Day

Website rewrite

Website copy · 2025

A full website rewrite, including the pages recruiting World Animal Day Ambassadors.



"The Movement Movement."

Sustrans

Campaign concepts

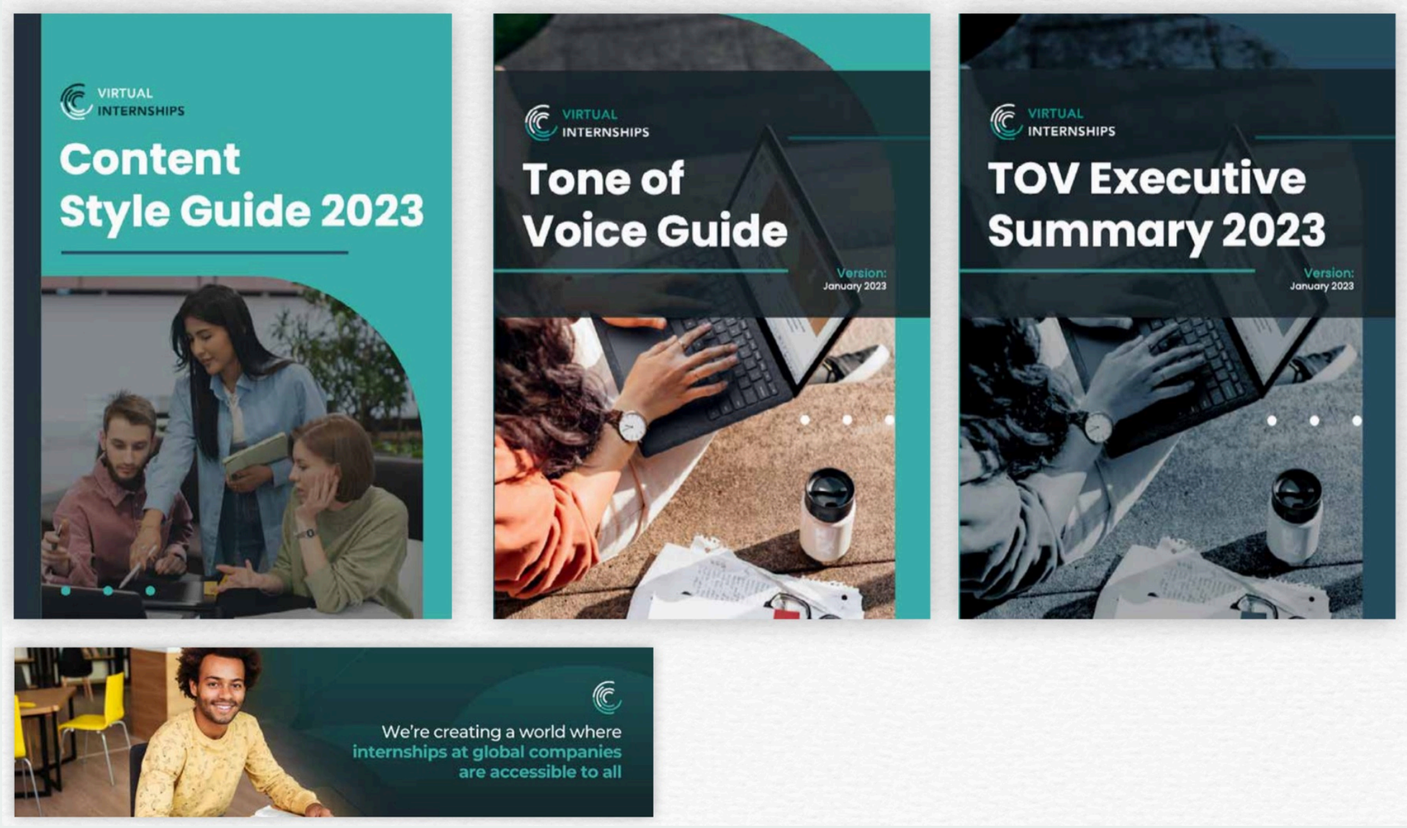
Creative routes

Campaign routes including "The Movement Movement", "Live every trip" and "For the people's pathway".

Brand, reports & tone of voice

5 pieces

- Virtual Internships
- BirdLife International
- We Mean Business Coalition
- M&G Investments
- NatWest



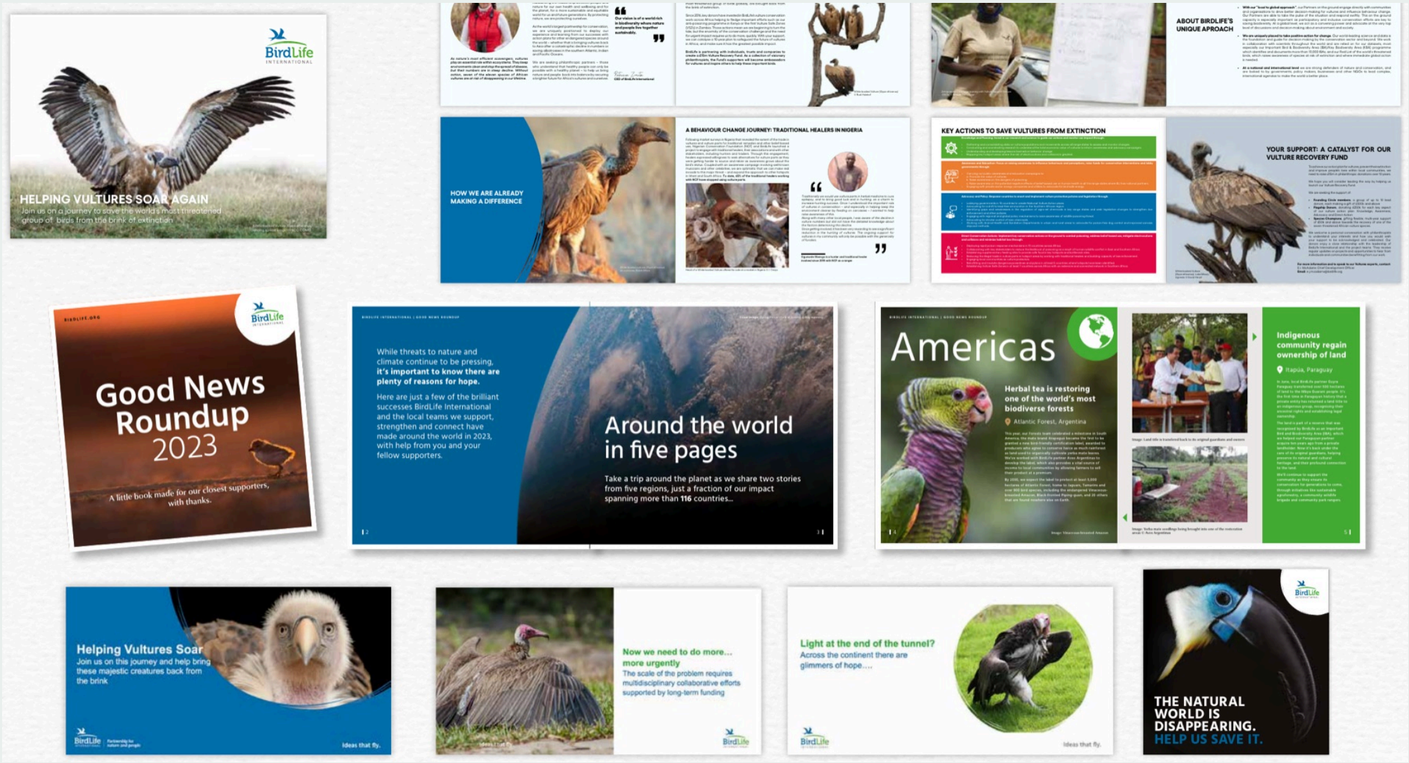
“We're creating a world where internships at global companies are accessible to all.”

Virtual Internships

Content style guide and tone of voice

Style guide and TOV · 2023

A content style guide, a tone of voice guide and an executive summary for the whole team.



"Around the world in five pages."

BirdLife International

Reports and supporter content

Reports · 2023

Supporter content including the Good News Roundup 2023 and a five-page tour of conservation work around the world.



We Mean Business Coalition

All in for 2030

Campaign toolkit

Campaign materials and stories of change for the coalition's “All in for 2030” campaign.



“Join the investment evolution.”

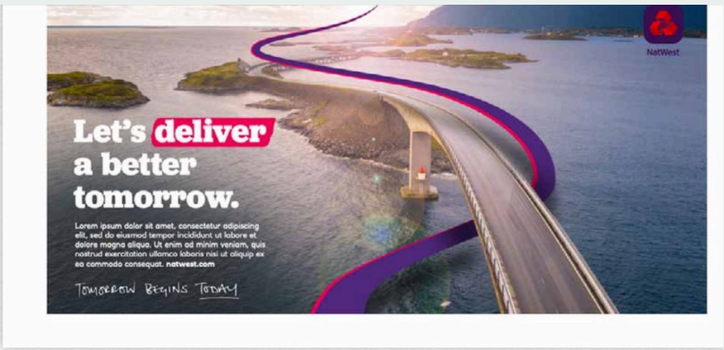
M&G Investments

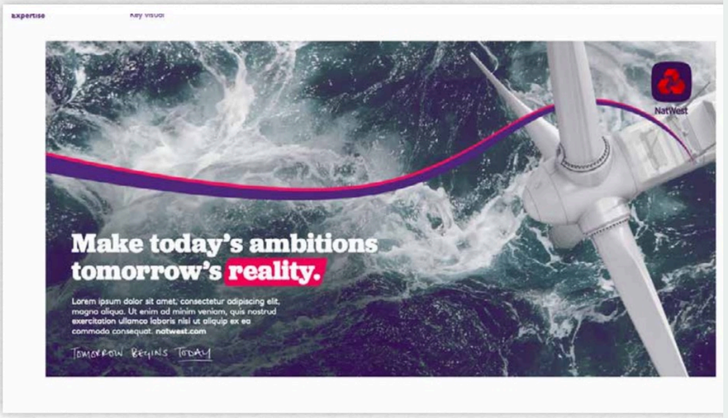
Join the Investment Evolution

Campaign ads

Campaign ads inviting investors to “join the investment evolution for your future and our planet”.







"Let's deliver a better tomorrow."

NatWest

New and Evolving Work Trends

Recruitment report · 2022

A recruitment trends report for Rapid Cash by NatWest, plus supporting ads.

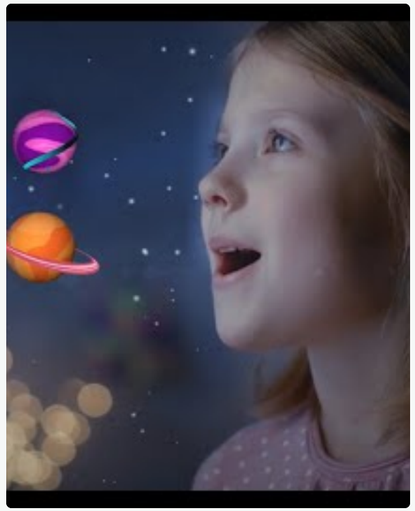
Scripts and voiceover



Centrepoint

You Saw Me

Celebrating supporters who, through their kindness and faith in young people, gave them a turning point away from homelessness.



National Book Tokens

Give a gift beyond words

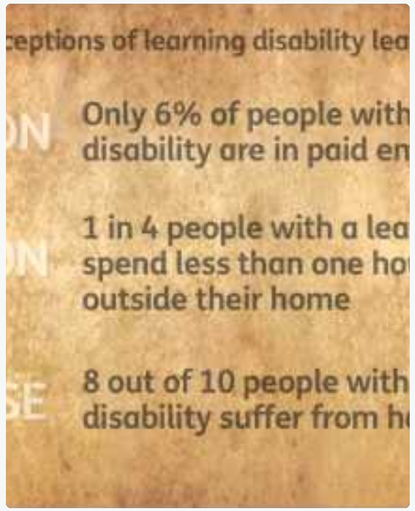
Christmas voiceover: giving a book token means giving the joy of choosing, and of visiting a bookshop.



Mencap

The power of love

A Valentine's film: love doesn't discriminate, and puts us all on an equal playing field.



Mencap

Look Beyond the Label

Mencap's Young Ambassadors challenge negative perceptions of people with a learning disability.



Virtual Internships

Platform launch

Announcing the new Virtual Internships website and platform experience.

“Lucy's ability to turn even the most mundane text into emotionally resonant copy is nothing short of magic.”

Her writing is intuitive, powerful and evocative, in short everything one could wish for from a copywriter. From the day she joined my team at Mencap she showed passion and initiative, tackling complex and challenging projects such as the annual report and the ‘Hear My Voice’ campaign with enthusiasm. Her creative vision proved invaluable in group brainstorming sessions and her commitment to quality ensured the resulting work consistently surpassed expectation. Perhaps Lucy's best trait, however, is her disposition. She approached internal and external stakeholders alike with kindness and sensitivity, helping to build the reputation of a newly formed creative team following a massive period of change. I would not hesitate to hire Lucy again should the opportunity arise. She would be an incredible asset to any organisation.

Andi Davids

Global Strategic Business Director, Bulletproof, previously Lucy's manager at Mencap

Kind words

Lucy is able to drill down to the heart of a message with unfailing enthusiasm, speed and creative flair. She has pushed my own writing forwards and the work she has produced for Mencap is of consistently outstanding quality. Whether it be tackling complex information to make it readable and compelling for an annual report or capturing the essence of a new campaign in a short, snappy headline, Lucy always rises to the challenge with a smile!

Sally Harper
Senior Copywriter, British Heart Foundation

Lucy is a talented, hardworking writer with a wealth of cause-led experience. She has helped bring to life numerous charity campaigns for big clients like RSPCA, Centrepoint and Plan UK. She is also a stellar person who added laughter and positivity to the agency. She's a pleasure to work with.

Susannah Burton
Creative Director, Arthur London

Lucy is a very talented writer who produces really compelling copy. She takes feedback well and has an exceptionally positive, can-do attitude. She's a joy to work with.

Charles Rivington
Creative Director, Arthur London

Got a brief? Let's talk.

I'm always happy to have an informal chat about what you need, whether it's one appeal or a whole campaign.

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Lucy Leonard · Senior Copywriter