

5th May - 7th June 2023

Supporter Communications Toolkit & Guidelines

Proudly
supporting





Introduction

His Majesty The King's Coronation weekend 6th – 8th May is a time of celebration across the UK and to mark this incredible event in our history people across the country are being asked to volunteer as part of The Big Help Out.

Here in Suffolk, however, Suffolk's passionate commitment to volunteering will not stop at this one weekend. Our voluntary sector, business, and public sector communities are uniting with our very own unique 'Legacy Approach' to The Big Help Out.

Get Volunteering

The national campaign to get people volunteering over the Coronation weekend can be found here: www.thebighelpout.org.uk along with national campaign materials.

Opportunities can also be found locally on www.volunteersuffolk.org.uk

#VolunteerSuffolk
BE AMAZING. BE A VOLUNTEER.



So what is The Big Suffolk Pledge?



- A local campaign running from **5th May - 7th June** providing a longer opportunity to contribute to a Suffolk legacy **FOR** volunteering
- A means to make a **pledge** that supports Suffolk volunteering no matter how big or small
- A celebration of Suffolk's Volunteers

How do people pledge from 5th May?

1

Visit

www.communityactionsuffolk.org.uk/thebigsuffolkpledge

2

**Click: Make my
Pledge**

3

**Complete the online form with
details of your pledge or
upload your selfie video (up to
15 seconds)**





#TheBigSuffolk Pledge

5th May - 7th June 2023



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Lend a hand. Make a change.

How can you help?

Getting involved as a supporter
couldn't be easier!

Just follow the guidelines on the
next few pages and download
images and logos to use across
your own communications
channels from our website

The best support you can give is
sharing our messages & your own
information using

#TheBigSuffolkPledge

Our Comms Timeline

One of the easiest ways to get involved is to follow #TheBigSuffolkPledge on social media and share our messages.

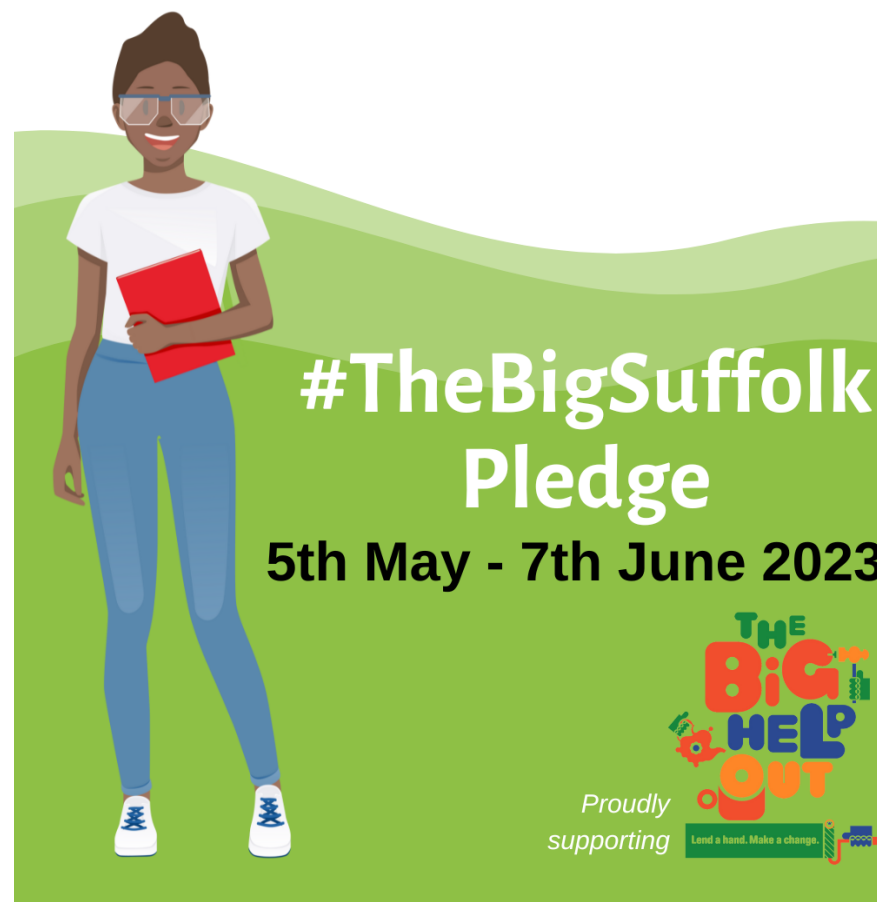
This is what you can expect to see and when...

- 1 W/C 20 March – TheBigSuffolkPledge is launched.
- 2 W/C 27 March – Full online presence & newsletter shared with VCFSE sector
- 3 W/C 3 April – First campaign casestudies shared
- 4 W/C 10 April – Online event for VCFSE organisations to learn more about participation and campaign storytelling
- 5 W/C 17th & 24th April - Target audience events taking place to gather pledges
- 6 W/C 1 May – The final countdown begins. With one week to go, we'll share more ways in which organisations, individuals and businesses can be involved in the pledge



Social Media

You will find an array of social media tiles on our webpage which you can use across your own channels as well as The Big Suffolk Pledge logo



Social media suggested copy

We're excited to show our support for a unique Suffolk approach to #TheBigHelpOut23. It's all about pledging FOR volunteering in our county. Visit www.communityactionsuffolk.com/thebigsuffolkpledge
#TheBigSuffolkPledge

If you're a business in Suffolk and you're keen to see your staff get involved in #volunteering, now is the ideal time, as the county marks the King's Coronation. Get behind our campaign #TheBigSuffolkPledge.
Contact @CASuffolk or @VolSuffolk for info.

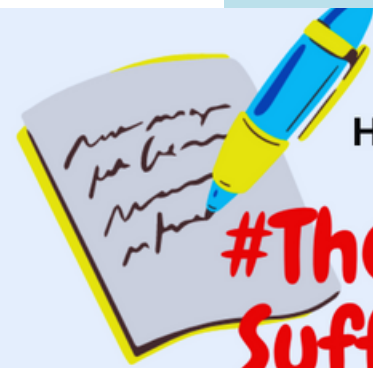
Are you the leader of a charity or social enterprise in Suffolk? If you're in the #VCFSE sector, you're going to want to follow our campaign to mark the King's Coronation. #TheBigSuffolkPledge will help create a legacy of volunteering in our county. Keep an eye on our updates.

From 5th May:

Have you made your pledge for volunteering?
Do it now at www.communityactionsuffolk.org.uk/thebigsuffolkpledge
#TheBigSuffolkPledge

Proud partners of

For more information visit:
communityactionsuffolk.org.uk
[/thebigsuffolkpledge](http://thebigsuffolkpledge)



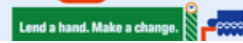
Have you made your pledge?

**#TheBig
Suffolk
Pledge**

Visit
www.communityactionsuffolk.org.uk/thebigsuffolkpledge



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Imagery for Emails/Newsletter header/footer

“

The Big Suffolk Pledge is taking place between the 5th May & 7th June. Our voluntary, business, & public sectors have come together to ask individuals across the county to make pledges for Suffolk volunteering as a legacy of The Big Help Out.

**For more information or to make your pledge, visit:
www.communityactionsuffolk.org.uk/thebigsuffolkpledge**

Suggested copy for newsletters

**COMMUNITY
ACTION
SUFFOLK**



Strengthening the voluntary and community sector



#VolunteerSuffolk
BE AMAZING. BE A VOLUNTEER.

**With thanks to all our
supporters!**

