



CITY GIVING DAY

TUESDAY 22 SEPTEMBER 2020

COMMUNICATIONS PACK

We are delighted that you are taking part in City Giving Day 2020, The Lord Mayor's Appeal's annual celebration of volunteering and philanthropy in the City of London and beyond.

We want to make as much noise as possible about City Giving Day 2020. We have developed this pack so that you can share content and communications and showcase the great work that you and your fellow firms across the City are doing for charities and causes.

KEY MESSAGES

City Giving Day is the perfect opportunity to demonstrate the support you provide to charities and good causes throughout the year.

City Giving Day is one day in the year when businesses can unite to celebrate and showcase their charitable and volunteering achievements with employees, clients, suppliers and the public.

It provides organisations with the opportunity to engage with their employees, recruit volunteers, have fun, raise money, and showcase their charitable activity.

It is a simple initiative that is good for your business, good for your people, good for the City and good for your local community.

Last year over £500,000 was raised, more than 5,000 volunteers were recruited, and an incredible 424 companies took part. This year is set to be even bigger and better.

It is an opportunity for:

- **Showing** – an opportunity to show the collective efforts of the City.
- **Telling** – providing a compelling platform for the telling of stories.
- **Uniting** – one day a year the City can unite around a common message

This year's activities will be a mix of physical and digital, as we work to ensure that everyone is safe and happy, and adhering to social distancing rules. We will be producing a catalogue of suggested activities, and looking forward to seeing the innovative ideas that you come up with.

By participating in City Giving Day and raising money for The Lord Mayor's Appeal (if you choose to do so) you are helping us support our charity partners; Place2Be, OnSide Youth Zones, Samaritans and The Duke of Edinburgh's Award.

- [Place2Be](#) provides mental health counselling support and training to schools to improve the emotional wellbeing of pupils, families, teachers and staff. Our partnership has enabled Place2Be to deliver a transformational mental health programme equipping school leaders with the skills and knowledge to support their pupils' emotional and mental health.
- [OnSide Youth Zones](#) are designed to give young people somewhere to go, something to do and someone to talk to in their leisure time; occupying their bodies and minds with fun activities, learning new skills and socialising in a safe, positive way. Our partnership has helped OnSide to build state of the art Youth Zones in areas of high deprivation in London, providing safe, affordable places to go, as well as resources and support to tackle issues such as mental health, crime, and employability prospects.
- [Samaritans](#) works to make sure there's always someone there for anyone who needs someone. Our partnership has enabled Samaritans to develop a revolutionary online Wellbeing in the Workplace programme for employees in London and beyond, and supported the establishment of a new City Hub that allows for a more flexible approach to volunteering.
- [The Duke of Edinburgh's Award](#) charity works with organisations across the UK to help young people gain essential skills, experience, confidence and resilience to successfully navigate adult life. The Lord Mayor's Appeal's support is helping the DofE extend their reach in London, focusing on areas of deprivation, so that more young people gain the benefits of starting and achieving an Award, no matter their background.

KEY CONTACTS

You can get in touch with us at cgd@thelordmayorsappeal.org or call Jan Foster, Programme Manager, on 07846 683700.

For any communications queries contact Francesca Baker on francesca.baker@thelordmayorsappeal.org or 0787746155.

SOCIAL MEDIA

Website: <https://www.thelordmayorsappeal.org/cgd>

Twitter: [@LMAppeal](https://twitter.com/LMAppeal)

Instagram: [@thelordmayorsappeal](https://www.instagram.com/thelordmayorsappeal)

LinkedIn: [@the-lord-mayors-appeal](https://www.linkedin.com/company/the-lord-mayors-appeal)

Hashtags: #CGD #GoRed #CityGivingDay

ASSETS

We have created a number of assets, including social media banners, brochures, 'Proud to' posters, email signatures and more. We encourage you to make the most of these and share the message far and wide.

Here's the link - <https://www.thelordmayorsappeal.org/a-fair-city/resources-and-downloads/>

You can also buy additional materials here - <https://www.thelordmayorsappeal.org/a-fair-city/materials/>

WHAT YOU CAN DO

Post on social media before the day telling people what activities you and your colleagues are taking part in.

Encourage your employees and colleagues to post about activity on their social channels including LinkedIn.

Share your photos and stories on social media using the hashtags #CGD #CityGivingDay and #GoRed.

Share your City Giving Day story with The Lord Mayor's Appeal team using the template available on the website.

Change your email signature so that everyone knows you are taking part.

Change your social media profile picture to an image of you wearing red.

Update your social media profile with an image of you in the digital selfie frame.

Share the highlights reel of 2019 to get people excited - <https://youtu.be/wGtVFI59xy4>

Circulate details in your internal newsletter or on your company intranet.

If you are supporting a specific charity or cause let them know and ask them to spread the word on their own social media.

Gather case studies and share stories of how City Giving Day has had an impact on your business, employees, and partners.

Share short videos about your plans to engage and excite colleagues and employees. Some top tips for filming include:

- Use horizontal/landscape orientation.
- Sitting slightly off centre tends to look best.
- Steady your phone on a tripod or flat surface.
- Don't zoom in or the image will be pixelated.
- Face toward a window for great natural light – don't have the window behind you or you will be a silhouette.
- Make sure to have the video quality set to the highest resolution.
- Charge your phone up to 100% - filming will be draining on your battery life so don't risk running out halfway through.
- Make sure you have enough memory space as video will fill it up very quickly.

Keep us updated with what you are doing. We work in partnership with City AM who share images and content about the day and what businesses are up to.

SAMPLE COMMUNICATIONS

Twitter

We're going red for @LMAppeal City Giving Day 2020. Our employees will be taking part in events and activities to raise money for our charity partners [LINK TO TWITTER HANDLE] #CGD #GoRed

Did you know that every year we raise money for charities including [TWITTER HANDLE] and @LMAppeal? This City Giving Day we are [DETAILS OF ACTIVITY] #GoRed #CGD

@LMAppeal supports charity partners @Place2Be @OnSideYZ @samaritans @dofe to create #ABetterCityforAll. We're taking part in #CityGivingDay on Tuesday 22 September to raise funds and awareness by [DETAILS OF ACTIVITY]

Instagram

Want to see what our team get up to for City Giving Day? Follow us and @thelordmayorsappeal to see how hundreds of businesses in the City and beyond are raising funds for charities and good causes. We're [DETAILS OF ACTIVITY] #CGD #CityGivingDay #charityTuesday #GoRed

Wondering why everyone is wearing red today? It's part of @thelordmayorsappeal City Giving Day. We're taking part and raising money for brilliant work that helps the Appeal make the City a better place to work. #CGD #GoRed #CityGiving Day

LinkedIn

Employees at [COMPANY NAME] are gearing up to take part in The Lord Mayor's Appeal's annual City Giving Day on Tuesday 22 September. It's the annual celebration of fundraising, volunteering and charity work in the City, and last year raised over £500,000.

From static Wattbike challenges to a Treasure Hunt, a City Walk and a Quiz Night, there's loads going on.

We will be [DETAILS OF ACTIVITY] to raise money for [YOUR CHOSEN CHARITY OR The Lord Mayor's Appeal's charity partners – Place2Be, OnSide Youth Zones, Samaritans and The Duke of Edinburgh's Award.]

Facebook

Employees at [COMPANY NAME] are gearing up to take part in The Lord Mayor's Appeal's annual City Giving Day on Tuesday 22 September. It's the annual celebration of fundraising, volunteering and charity work in the City, and last year raised over £500,000.

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We will be [DETAILS OF ACTIVITY] to raise money for [YOUR CHOSEN CHARITY OR The Lord Mayor's

Appeal's charity partners – Place2Be, OnSide Youth Zones, Samaritans and The Duke of Edinburgh's Award.]

Internal newsletter/intranet

Colleagues at [COMPANY NAME] are gearing up to take part in The Lord Mayor's Appeal's annual City Giving Day 2020 on Tuesday 22 September. It's the annual celebration of fundraising, volunteering and charity work in the City. Last year more than 400 companies took part, raising over £500,000, and 5,000 new volunteers were recruited.

City Giving Day is an opportunity to unite around a common message and show the collective efforts of the City, donating time and supporting people to do great things and have a big impact. Bringing together businesses, employees, communities and charities, it is a day that is focused on giving time and supporting people.

From a static Wattbike challenge to a Treasure Hunt, a City Walk and a Quiz Night, there's loads going on.

We are taking part by [DETAILS OF ACTIVITY]:

Getting together to fundraise for a good cause is great for team building and morale, and we want as many people to take part as possible.

We will be supporting [CHARITY NAME/PARTNER/ The Lord Mayor's Appeal and its charity partners – Place2Be, OnSide Youth Zones, Samaritans, and The Duke of Edinburgh's Award.

Want to get involved? Head here for more information [LINK TO CONTACT DETAILS]