



## City Giving Day – 24<sup>th</sup> September 2019 Media Pack

The Lord Mayor's Appeal is delighted that you are taking part in City Giving Day 2019, our 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 2019. We have developed this media 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.

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 £450,000 was raised, more than 5,000 volunteers were recruited, and an incredible 313 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

*"City Giving Day is a simple, but impactful, initiative that enables companies and employees to celebrate and showcase their philanthropic and volunteering achievements."* – Alderman Peter Estlin, The Rt Hon The Lord Mayor of the City of London.



## KEY CONTACTS

You can get in touch with us at [cgd@thelordmayorsappeal.org](mailto:cgd@thelordmayorsappeal.org) or 020 7332 3117

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

## ASSETS

When you signed up you would have received lots 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/>

## HOW CAN YOU TAKE PART?

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

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





## **SOCIAL MEDIA POSTS**

### **Twitter**

We're going red for @LMAppeal City Giving Day 2019. 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 to create #ABetterCityforAll. We're taking part in #CityGivingDay on Tuesday 24 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 24 September. It's the annual celebration of fundraising, volunteering and charity work in the City, and last year raised over £450,000.

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 The Lord Mayor's Appeal's charity partners – Place2Be, OnSide Youth Zones and Samaritans.



## Internal newsletter

Colleagues at [COMPANY NAME] are gearing up to take part in The Lord Mayor's Appeal's annual City Giving Day 2019 on Tuesday 24 September. It's the annual celebration of fundraising, volunteering and charity work in the City. Last year more than 300 companies took part, raising over £450,000, 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 and Samaritans.

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