

# City Giving Day 2025 Communications Pack

TIME GIVEN | PEOPLE SUPPORTED

Celebrating volunteering  
and philanthropy in the  
City of London



LORD  
MAYOR'S  
APPEAL  
CHARITY



A Better  
City for All



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# City Giving Day 2025

We are delighted that you are taking part in City Giving Day 2025, 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 2025 and give the City something to really celebrate.

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.

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 amazing charity partners; Homewards – A Royal Foundation programme and MQ Mental Health Research.

homewards



**Mental  
health  
research**

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## 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.

City Giving Day 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

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# Assets

To help you make the most of your City Giving Day, we have created a number of assets, including social media banners, guides, 'Proud to' posters, email signatures and more.

We encourage you to make the most of these and share the message far and wide that you are involved in this year's City Giving Day.



- City Giving Day logos
- Guides
  - ✓ City Giving Day 2025 guide
  - ✓ City Giving Day fundraising ideas
  - ✓ City Giving Day brand guidelines
  - ✓ City Giving Day videography hints and tips
- City Giving Day digital selfie frame
- Email signatures
- Proud supporter certificate
- Social media assets
- Posters

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## You can help us spread the word...

- Share your City Giving Day story with The Lord Mayor's Appeal using this template
  - Post on social media –
    - ✓ Share your plans (encourage your colleagues to re-share)
    - ✓ Share your photos and videos (see our Hints & Tips guide to help you make the most of your videos)
    - ✓ Use our social media assets to bring your posts to life
  - Change your email signature so that everyone you message knows that you're taking part in City Giving Day
- Share the [City Giving Day 2023 highlights video](#) with your colleagues to help get them excited for this year's event
  - Share your plans using your organisation's internal newsletter/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 sharing stories of how City Giving Day has had an impact on your business, employees, and partners.

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## Sample communications – Social Media

### Twitter



- We're going red for @LMAppeal City Giving Day 2024. 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 @Mqmentalhealth @Nat\_Numeracy @HomewardsUK 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 find out how hundreds of businesses in the City and beyond are raising funds for charities and good causes. We're [DETAILS OF ACTIVITY] #CGD #CityGivingDay #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

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## Sample communications – Social Media

### LinkedIn



- Employees at [COMPANY NAME] are gearing up to take part in The Lord Mayor's Appeal's City Giving Day on Tuesday 23 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 plenty of opportunities for City businesses to get involved in #CGD
- We will be [DETAILS OF ACTIVITY] to raise money for [YOUR CHOSEN CHARITY OR The Lord Mayor's Appeal's charity partners – Homewards, A Royal Foundation programme and MQ Mental Health Research

### Facebook



- Employees at [COMPANY NAME] are gearing up to take part in The Lord Mayor's Appeal's annual City Giving Day on Tuesday 23 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 plenty of opportunities for City businesses to get involved in #CGD
- We will be [DETAILS OF ACTIVITY] to raise money for [YOUR CHOSEN CHARITY OR The Lord Mayor's Appeal's charity partners – Homewards, A Royal Foundation programme and MQ Mental Health Research

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## Sample communications – internal newsletter/intranet

We are gearing up to take part in The Lord Mayor's Appeal's City Giving Day 2025 on Tuesday 23 September. It's the annual celebration of fundraising, volunteering and charity work in the City.

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 plenty of opportunities for City businesses to get involved.

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 – Homewards, A Royal Foundation programme and MQ Mental Health Research

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

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## Key contacts & social media handles

If you have any questions about City Giving Day and how you can get involved, contact:

- Jan Foster, City Giving Day Programme Manager  
[janette.foster@thelordmayorsappeal.org](mailto:janette.foster@thelordmayorsappeal.org) or  
07846 683700
- Alessandra Miles, Corporate Partner Executive and Office Manager  
[alessandra.miles@thelordmayorsappeal.org](mailto:alessandra.miles@thelordmayorsappeal.org)

For any communications queries contact:

- Pepi Sappal, PR, Marketing & Communications Manager  
[comms@thelordmayorsappeal.org](mailto:comms@thelordmayorsappeal.org)
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Website : <https://www.thelordmayorsappeal.org/cgd>

Twitter : @LMAppeal

Instagram : @thelordmayorsappeal

LinkedIn : @the-lord-mayors-appeal

Hashtags : #CGD #GoRed #CityGivingDay



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