



# Helplines Awareness Day

## Member pack

### Introduction

Welcome to your Helplines Awareness Day member pack! We hope this will have everything you need to help you make the most of the next awareness day, which is coming up on 23 February. As well as an overview of the campaign, we've included lots of ideas for getting involved, branded images for you to use across your comms channels, and some template text and social media posts for you to use and adapt.

**We look forward to celebrating with you on 23 February and showing the world the amazing and vital work that helplines do.**

The Helplines Partnership team.

*If you have any questions or want to discuss your ideas, please get in touch with us at Helplines Partnership, on [media@helplines.org](mailto:media@helplines.org)*

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## Campaign overview

Helplines Partnership created Helplines Awareness Day in 2023 to promote the work of these life-affirming yet often overlooked services. The aim of the 2024 campaign is to really demonstrate the need for helplines and the impact they have on people's lives. We are doing this by asking people who have received support from a helpline, as well as those who work and volunteer for one, to **share their helpline story**. To make it easy for people to get involved, we want to encourage people to share their stories in whichever way suits them best. This could be:

- Making a short video clip about the time they received support from a helpline.
- Writing about the impact a helpline had on their life, or what it's like to volunteer or work for one.
- Taking a photo that sums up how they feel about a specific helpline.
- Creating a piece of art or a poem that conveys their helpline story.

At Helplines Partnership, we are creating some key pieces of content to go out on the day, including a video from someone who has used a helpline in the past and/or a helplines team member, as well as a set of graphics with quotes and anecdotes that show the vital role that helplines play. We will be sharing these across our comms channels both in the run up to the day and on the day itself. **It would be brilliant if you could get involved in any way you can to help amplify the message. See ideas for taking part, below.**

## Ideas for getting involved

### 1. Prepare content for the day that shows the impact you have had.

If you already have a database of **case studies from people who have used your helpline**, think about how you could use those for Helplines Awareness Day. For example, if you have a user that is happy to speak on camera, get in touch with them and ask them if they could share their story in one of the ways mentioned above.

If you have **stories and/or quotes that you use for fundraising appeals**, think about repurposing those for Helplines Awareness Day if permissions allow. For example, you might have a powerful quote that you could use to create a graphic, or to just have as part of the text in a social media post.

Talk to your team about Helplines Awareness Day and how they can get involved at your next team meeting. **Encourage team members to prepare something** about what working for a helpline means to them that can be shared on social media on the day (either on their own profiles or via the organisation's ones).

### 2. Publicise Helplines Awareness Day on your comms channels

Add a page to your website (see [Helplines Partnership](#) for an example), or create a news piece or blog and share it in your next newsletter. Put out some posts on social media ahead of the day to **let your communities know that it's coming up** and what they can do to take part.

### 3. Get involved on the day

As well as sharing your own posts, **share and interact with the posts** from fellow helplines and those going out on the Helplines Partnership channels. Keep an eye on the #HelplinesAwarenessDay2024 hashtag too and interact with people who are sharing their stories. There will be a lot of content going out, so you might want to prepare some of your comments ahead of time.

### Suggested timeline

When	What
<b>As soon as possible</b>	Start planning, gathering and creating content to share on the day. Share a 'save the date' post on each of your social media channels.
<b>Two weeks before</b>	Publish information on your website and share in your newsletter. Share a 'coming soon' post on each of your social media channels.
<b>One week before</b>	Finalise your plan for the day and have all content signed off and ready to go. Share a 'one week to go' post on each of your social media channels.
<b>On the day</b>	Share content in line with your plan. Interact with your social media communities, fellow helplines, and those using the #HelplinesAwarenessDay2024 hashtag.
<b>The day after</b>	Share a post on each of your social media channels thanking everyone for getting involved.

### Campaign resources

#### Helplines Awareness Day 2024 descriptor

Like secret superheroes, helplines are supporting people day and night to help them through the most difficult of times. Their work may often go unseen, but the impact they have is clear to all who come into contact with them. Raise awareness of these critical

services this Helplines Awareness Day by sharing your helplines story. Whether you have used one in the past, or you work or volunteer for one, let's show the world how much helplines mean to us.

### **Social media posts - less than 280 characters**

#HelplinesAwarenessDay2024 is coming up on 23 February! Will you get involved on the day by sharing your helpline story? Whether you have used ours (or another one) in the past, or you work or volunteer for a helpline, let's show the world how much helplines mean to us.

Like secret superheroes, helplines like ours are supporting people day and night to help them through the most difficult of times. But the work that helplines do often goes unseen. That's why we're taking part in #HelplinesAwarenessDay2024 on 23 February! Will you join us?

For #HelplinesAwarenessDay2024, we're calling on our community to share what our helpline means to you. Whether you want to record a short film, create a piece of art, or write a few words, share it on 23 February and show more people the critical work that helplines do.

Happy #HelplinesAwarenessDay2024! Today, we want to hear your helpline story. Whether you've received support from us or another helpline, or you work or volunteer for one, tell us what it means to you and help raise awareness of these critical services.

Thank you to everyone who got involved in #HelplinesAwarenessDay2024 yesterday! It was great to see so many inspiring stories from people who have received support from ours and other helplines in the past.

Want to know more about what we do? Visit: [\[ADD WEBSITE LINK\]](#)

### **Social media posts - more than 280 characters**

*Save the date/get involved*

Helplines Awareness Day 2024 is coming up on 23 February! Will you get involved on the day by sharing your helpline story? Whether you have used ours (or another one) in the past, or you work or volunteer for a helpline, you could:

- 🎬 Make a short film about the time you received support from a helpline.
- ✍️ Write about the impact a helpline has had on your life, or what it's like to volunteer or work for one.
- 📷 Take a photo that sums up how you feel about your favourite helpline.
- 🎨 Create a piece of art or a poem that conveys your helpline story.

Whatever you do, help us raise awareness of these critical services and reach more people who might need support from a helpline in the future.

#HelplinesAwarenessday2024 #Helplines #MentalHealth

*On the day*

Happy Helplines Awareness Day2024! Like secret superheroes, helplines are supporting people day and night to help them through the most difficult of times. Their work may often go unseen, but the impact they have is clear to all who come into contact with them.

Whether you have used a helpline in the past, or you work or volunteer for one, help raise awareness of these critical services today by sharing your helpline story. You could do a short video, write a few words, take a photo or two, or create a piece of art or poetry.

Whatever you do, show helplines some love today 🥰

#HelplinesAwarenessday2024 #Helplines #MentalHealth

*Thanks for taking part*

Thank you to everyone who got involved in Helplines Awareness Day yesterday! We were over the moon to see so many amazing stories from people who have received support from ours and other helplines in the past and the difference it has made to their lives. Thanks also to our amazing team for sharing their experiences of what it's like to work for a helpline.

Find out more about what we do and why we do it, here: [\[ADD WEBSITE LINK\]](#)

#HelplinesAwarenessday2024 #Helplines #MentalHealth

## **Web/newsletter copy**

### **Helplines Awareness Day - 23 February 2024**

Like secret superheroes, helplines like ours are supporting people day and night to help them through the most difficult of times. Our work may often go unseen, but the impact it has is felt by our callers, our team, and our amazing volunteers every day.

Helplines Awareness Day is a day to raise awareness of critical services such as ours. This year, we're calling on you to help get the word out by sharing your helpline story. If you have used our helpline in the past, you could:

- Make a short film, create a piece of art, or write a poem about the time you received our support.
- Write a short story about the impact our helpline has had on your life.
- Take a photo or two that sums up your experience of our helpline.
- Share a quote about the importance of helplines and why people should seek them out.

Whatever you do, share it on social media on 23 February using #HelplinesAwarenessday2024.

## **Campaign images**

We have created a set of images for you to use on social media, on your website etc. They can be accessed [here](#).