



Supporter pack

Introduction

Thank you for supporting Helplines Awareness Day, which takes place on **Sunday 23 February 2025**. With the event falling on a Sunday this year, we are planning a week of activity from Monday 17 February to Sunday 23 February 2025.

We would love you to get involved.

This pack will give you an overview of the campaign, as well as lots of ideas for taking part. There are 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 can't wait to celebrate Helplines Awareness Day with you.

The Helplines Partnership team.

If you have any questions or want to discuss your ideas, please get in touch with us, on liz.champion@helplines.org.

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Campaign overview

Helplines Partnership created Helplines Awareness Day in 2023 to promote the work of helpline charities and the impact they have on people's lives. For many people, helplines are often a lifeline, ensuring they get the support they need when they need it most.

This year's Helplines Awareness Day campaign has the theme **The Power of Helplines** and encourages those who are struggling to seek support through our [Find a Helpline online directory](#). We want to raise awareness of the power of helplines, the power of talking to someone, the power of being listened to, and the power of finding the right support at the right time. The first step is finding the right helpline.

As part of the campaign, we are producing a short video, which we will share on our social media channels. **To help us reach more people, we're asking you to like, comment on, and share the video with as many people as you can.**

We're also creating some other key pieces of content to go out across our comms channels in the run up to the day and on the day itself. It would be great if you could get involved, in any way you can, to help us amplify the message.

Interested in taking part?

Have a look at the ideas below.

Ideas for getting involved (templates and graphic suggestions are included in the pack)

1. Follow us on social media and like, share and comment on our posts.

[LinkedIn](#)

[Instagram](#)

[X](#)

2. Share, like and comment on the Helplines Partnership campaign video.

Share the Helplines Partnership video. From Monday 17 February 2025, we will be promoting a video, which encourages anyone who is struggling to find the right support for them through our Find a Helpline online directory. **If you do only one thing to support Helplines Awareness Day, please do this. Your likes, shares and comments will help us reach more people.**

3. Share a 'save the date' post on each of your social media channels.

4. Prepare content for the day that shows why you are supporting the campaign.

Think about your **reasons for supporting the campaign** and how you can share them on social media. Does the work that helplines do align with your own organisation's ethos? For example, if your organisation is committed to staff wellbeing, you could use the day to talk about why it's an important part of your policy. Your CEO could do a short video or provide a quote.

Talk to your team about how they can get involved. Maybe someone has volunteered or worked for a helpline in the past and wants to share their experience. Or the whole team might want to use the day to fundraise for a helpline that's close to their hearts. Or you could simply ask people to share why they believe helplines are important.

Once you have gathered your quotes and stories, create some text and images to share on your social media channels on the day.

5. 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.

6. Get involved on the day.

As well as sharing your own social media posts, **please share and interact with the posts** from Helplines Partnership. Keep an eye on the #HelplinesAwarenessDay2025 hashtag too and interact with people who are sharing content about the power of helplines. There will be a lot of content going out, so you might want to prepare some of your comments ahead of time.

7. Signpost to our Find a Helpline online directory. [Find A Helpline - Helplines Partnership](#)

Suggested timeline

When	What
As soon as possible	Start planning, gathering and creating content to share on the day. Share a 'save the date' post on each of your social media channels.
Two weeks before	Publish information on your website and share in your newsletter. Share a 'coming soon' post on each of your social media channels.

One week before	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.
On the day	Share content in line with your plan. Interact with your social media communities, content from Helplines Partnership, and those using the #HelplinesAwarenessDay2025 hashtag.
The day after	Share a post on each of your social media channels saying how good it was to get involved.

Campaign resources

Helplines Awareness Day 2025 descriptor

This year's Helplines Awareness Day campaign encourages those who are struggling to seek support through our Find a Helpline online directory. We want to raise awareness of the power of helplines. The power of talking to someone, the power of being listened to, and the power of finding the right support at the right time. The first step is finding the right helpline.

The Helplines Partnership Find a Helpline online directory is here to help you connect with the support you need. It lists approved members of Helplines Partnership, providing trusted support through various channels.

[Find A Helpline - Helplines Partnership](#)

Social media posts - less than 280 characters

Save the date! Helplines Awareness Day is coming up on Sunday 23 February 2025. It's a day to recognise and celebrate the power of helplines across the UK. #HelplinesAwarenessDay2025 @HelplinesUK

#HelplinesAwarenessDay2025 is taking place on Sunday 23 February 2025 and we're proud to support this important day celebrating the power of helplines! Interested in getting involved? Check out @HelplinesUK for more information.

Join us on Sunday 23 February 2025 and celebrate Helplines Awareness Day. Too often, people struggle in silence. This Helplines Awareness Day, we're encouraging everyone who needs support to speak up. We want to shatter the silence. Find out how you can get involved. <https://www.helplines.org/about/helplines-awareness-day/>

We're proud to support #HelplinesAwarenessDay2025, celebrating the power of helplines. No matter what you're facing, helplines are here when you need them. @HelplinesUK

If you're struggling and in need of support, visit @HelplinesUK's Find a Helpline online directory. Shatter the silence and find the right helpline for you. #HelplinesAwarenessDay2025 <https://www.helplines.org/find-a-helpline/>

Helplines transform lives. We're supporting #HelplinesAwarenessDay2025 on 23 February 2025 to raise awareness of the power of helplines.

If you are struggling and would like someone to talk to, the @HelplinesUK Find a Helpline online directory connects you to trusted helplines. You are not alone. #HelplinesAwarenessDay2025

Happy #HelplinesAwarenessDay2025! We're proud to support this important day, which is an opportunity to raise awareness of the power of helplines. They transform lives! #HelplinesAwarenessDay2025

What a fantastic #HelplinesAwarenessDay2025 yesterday! It was brilliant to raise awareness of the power of helplines. We can't wait to do it all again next year!

Social media posts - more than 280 characters

Raising awareness of the event

We're proud to support Helplines Awareness Day 2025, coming up on Sunday 23 February 2025! Will you get involved on the day by sharing the campaign video from Helplines Partnership?

We're trying to reach as many people as possible, celebrating the power of helplines and encouraging them to seek support if they are struggling.

Helplines are lifelines. Whatever you're facing, there's a helpline to support you. Find trusted helplines through Helplines Partnership's online directory. <https://www.helplines.org/find-a-helpline/>

#HelplinesAwarenessDay2025 #FindaHelpline

On the day

Today is Helplines Awareness Day!

Let's celebrate the power of helplines. They provide support, guidance and connection to those who need it most. They help people feel heard and valued. Helplines are lifelines.

This #HelplinesAwarenessDay2025, let's celebrate the transformative impact of talking and being heard.

Whatever you're facing, there's a helpline to support you. Find trusted helplines through Helplines Partnership's online directory. <https://www.helplines.org/find-a-helpline/>

#PowerofBeingHeard #FindaHelpline #HelplinesAwarenessDay2025

Thank you for taking part

What a fantastic #HelplinesAwarenessDay2025 yesterday! It was brilliant to help raise awareness about the power of helplines.

The campaign video highlighted just how important helplines are in supporting people. Helplines really do have the power to change lives.

Thank you to everyone who supported the day. We can't wait to do it all again next year!

#FindaHelpline #thepowerofhelplines

Web/newsletter copy

Helplines Awareness Day – 23 February 2025

Helplines Awareness Day on **Sunday 23 February 2025** celebrates the power of helplines in transforming lives and encourages anyone who wants to talk to seek support.

Whether it's through phone, email, text or online, helplines offer a lifeline to those in need, providing support, guidance and a listening ear.

Helplines Awareness Day encourages anyone who is struggling to seek help. No matter what challenges you may be facing, there is a helpline ready to offer support. Helplines Partnership's [Find a Helpline](#) online directory connects you to trusted helplines, so you can access the right support when you need it most.

The 2025 Event

This year, Helplines Awareness Day falls on a Sunday, so in the run up to 23 February, Helplines Partnership is planning a week of activities to raise awareness of the importance of helplines.

Look out for updates on [LinkedIn](#), [Instagram](#) and [X](#).

The theme for this year's event is the power of helplines. The power of talking to someone, the power of being listened to, and the power of finding the right support at the right time. The first step is finding the right helpline.

How can you get involved?

- Like, share and comment on the **Helplines Awareness Day campaign video** from Helplines Partnership, the membership body for helpline charities. To view it, follow Helplines Partnership on social media. [LinkedIn](#), [Instagram](#) and [X](#). Please share the video far and wide to help reach as many people as possible.
- Share and interact with the social media posts from Helplines Partnership. Keep an eye on the #HelplinesAwarenessDay2025 hashtag too and interact with people who are sharing content about the power of helplines.
- Publicise Helplines Awareness Day on your social media ahead of the day.
- Signpost to the [Find a Helpline online directory](#).

Whatever you do, please use the campaign hashtag #HelplinesAwarenessDay2025

[Visit the Helplines Partnership website](#) for more information and downloadable graphics to share on social media.

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.](#)