

This
Befriending Week

1-7 November

Help Raise Awareness

about everything

#BefriendingIs



Welcome!

Befriending Week, 1-7 November, is the highlight of our year at Befriending Networks. It is a chance to celebrate and raise awareness about everything #Befriendings and we are delighted to have you join us!

Last year's campaign, despite taking place while restrictions limited face-to-face gatherings, reached more people than ever before. We were in awe of the creativity, enthusiasm and resilience of our members and befriending organisations throughout the UK.

We recognise that this year has continued to present many challenges for befriending organisations who have had to adapt to changing rules and restrictions, secure funding and plan for an uncertain future, manage an increasing demand for services and continue to support volunteers and staff during difficult times. This is even more reason to take time to reflect on and share what has been achieved, let befriendees know how important they are and thank volunteers and staff.

It is also an opportunity to look toward a better future we can make together. Befriending will continue to be needed as a way of decreasing loneliness and social isolation by providing a source of connection and community, be that face-to-face or at a distance. Now, while there is still an increased awareness about loneliness, is the perfect time to raise awareness about the positive impacts of befriending.

We look forward to seeing all the ways you and your organisation celebrate this year.

The Befriending Networks Team

Spread the Word on Social Media

Social Media offers a platform to share messages about the difference befriending makes with a worldwide audience. You can get involved by:

Downloading and Posting Befriending Week Graphics

Befriending Week Main Graphic 1: [Rectangle](#), [Square](#)

Befriending Week Main Graphic 2 (Raise Awareness): [Rectangle](#), [Square](#)

Countdown to Befriending Week: 1 Month ([Rectangle](#), [Square](#))

1 Week ([Rectangle](#), [Square](#)) 1 Day ([Rectangle](#), [Square](#))

#Befriendings Creating Community Graphic: [Rectangle](#), [Square](#)

#Befriendings Decreasing Loneliness Graphic: [Rectangle](#), [Square](#)

#Befriendings Supporting People: [Rectangle](#), [Square](#)

Sharing this year's Befriending Week Video

Video with Quotes from the Membership: <https://youtu.be/YhV2JGZYooM>

Using and Filling in the hashtag #Befriendings

Fill in the Blank #Befriendings Graphic: [Rectangle](#), [Square](#)

[Befriending Week Befriending Networks logo](#) to use in your Customised Posts

[Twitter](#), [Facebook](#), [Email Footer](#) Banners with Space for your Logo

Remember to tag us @BefriendingNet (Twitter) and @BefriendingNetworks (Facebook) so we can share and like your posts!



Befriending Networks
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Amplify Your Voice

Campaign weeks are the perfect time for your organisation to raise its profile and share your impact. You can do this by:



Writing to MPs and MSPs and tagging them in your social media posts



Getting in touch with the local press and radio with a good news story about how your organisation has been making a difference and is celebrating Befriending Week (see Hints & Tips for writing a Press Release)



Thanking local partners, be that other charities, voluntary organisations or businesses, for the ways they support your organisation



Sharing a story with Befriending Networks that we can feature on our website and social media during Befriending Week. This can be about the difference befriending has made to a befriender, the positive impact befriending has had on a volunteer, the evolution of a befriending match or a special event you're holding for Befriending Week. Please include a picture or video with your submission. Email to admin@befriending.co.uk by 1 October 2021.

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Hints & Tips for Writing a Press Release

Your Contact Details
Attention Grabbing Headline
1 st Paragraph: Convey your message succinctly and clearly
2 nd Paragraph: Answer the 5 W's <ul style="list-style-type: none">• Who is this about?• What is the actual news?• When does this happen?• Where does this take place?• Why is this newsworthy?• How is this happening?
3 rd Paragraph: Stats that demonstrate impact
4 th Paragraph: Quotes that make your story relatable
Final Paragraph: Links to your website/social media so people can find out more
Embargo date (if applicable)

Share your Message

While you have the attention of your local community, government, partners and press, it is important to have a clear message about the ways people can support your organisation.

To decide on a Call to Action, think about whether your organisation needs to:

- Recruit Volunteers
- Gain Greater Name Recognition
- Fundraise
- Attract Service Users
- Campaign about a Particular Issue

Pick the most important one and add the Call to Action at the end of social media posts, newsletters, posters, articles or videos.



  1289

877 Comments 25 Shares

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Plan Your Celebration

Befriending Week is the perfect occasion to host a special event for befriendees or to thank volunteers. It is still unknown what restrictions, if any, will be in place by November. We, therefore, advise to always consult with government and local guidelines and encourage you to think carefully about how to create celebrations that are safe and inclusive for all. Here are a few ideas:

Ideas for Distance Celebrations

- Celebrate online by hosting a special event (Quiz Night, Crafternoon, Murder Mystery, Exercise Class, Baking Competition – the sky's the limit!)
- Post or deliver a care package to let befriendees and volunteers know that they are valued by your organisation
- Send a special newsletter to befriendees and volunteers
- Post (or email) certificates to volunteers ([Download Templates Here](#))
- Share a special [Thank You Graphic](#) or [Video](#) on Social Media.



Face-to-Face Celebrations

If face-to-face events are possible and your organisation decides that it is safe and appropriate to organise a face-to-face event, here are some tips to help make your event safe as well as fun:

- ✓ Ensure your event complies with current government guidelines (including numbers of people, social distancing, hygiene measures).
- ✓ Think through the details (Does the location easily allow for social distancing? Will those invited have to travel by public transport? How will food or drinks be distributed hygienically?).
- ✓ Communicate what safety measures have been put in place so that invitees know what to expect and can decide whether or not to attend.
- ✓ Consider following up shortly before the event with those who RSVP'd so you can remind them of event details as well as assure them that, even if it is last minute, they should not attend if they or anyone in their household develops symptoms.
- ✓ Be prepared for last minute postponements, amendments or cancellations if guidelines were to change and have a method of communication in place so that invitees may be notified of any changes.



Befriending Networks is here to support our membership and be a voice of befriending at a national level.

We thank you for taking part in Befriending Week and encourage you to let us know about all the great things you have planned.

We look forward to counting down to Befriending Week 2021!

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