



THE BIG GIVE CAMPAIGN

Communication Pack

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What it's all about?

The Key are delighted to be Dulverton Trust's chosen partner for the Big Give 2021. The Big Give is an online, matched funding campaign designed to bring charities, philanthropists and donors together, to maximize impact.

We have ONE WEEK TO DOUBLE DONATIONS made through the Big Give platform between the 30th November and 7th December 2021!

We're excited to make the most of this opportunity and raise vital funds needed to invest in even more genuinely youth-led projects.



The more we raise, the more we give!

“THE KEY MADE ME FEEL LIKE MY OPINIONS COULD BE HEARD”

- ELLIE, young person who completed The Key

HOW WE'LL MAKE IT HAPPEN



How we're going to raise it

1. During the Big Give week, staff and trustees of The Key are taking part in various sponsored challenges.

Our flagship challenge will be a team 12 mile sponsored walk for young people. A mile for each of the 12 Key Skills young people develop through The Key.

A team challenge is something we've never done before and we're excited to be marching together to inspire belief in even more young people.

2. Live posting across social media to encourage others to donate and invest in young people's futures too.

We'll be sharing a different reason to donate each day throughout the week.

How you can help

1. Follow us and our Big Give campaign on social media

We'll be sharing lots on social media throughout the week so be sure to follow us on Twitter (@thekeytweets) and Facebook & Instagram (@thekeyuk)

2. Spread the word about our Big Give donation campaign

Spread the word by sharing our post and posting your own to increase our reach.

We've created some suggested messages on the next page to make it easier to share.

3. Donate during the week if you can

A £5 donation turns into £11.25 once it's been doubled and Gift Aid has been applied.

[Click here to visit our donation page.](#)

REMEMBER to wait until 30th November to get your donation doubled!

SHOW YOUR SUPPORT



Social Media Messages

Help #NorthEast young people get their voices and ideas heard with The Key! This week only @BigGive are matching every donation to @thekeyuk. Double your impact and change young lives by making a gift today <https://bit.ly/3nm7LSU> #ChristmasChallenge21

Our friends @thekeyuk are taking part in @BigGive #ChristmasChallenge21 For 1 week only, every donation will be doubled for free! Invest in the ideas and futures of #NorthEast young people and donate here: <https://bit.ly/3nm7LSU>

All young people deserve opportunities to build skills, form friendships, & empowered to take action. Donate to The Key this week and improve young lives. Gifts received today will be DOUBLED! <https://donate.thebiggive.org.uk/campaign/a056900001wZ1WMAA0> #ChristmasChallenge21

Blog & Newsletter Message

The Key strives to empower young people to believe in themselves. They create opportunities for groups to connect, receive investment for their ideas and take charge of their projects.

Taking part in The Key liberates young people from the belief that there are limits to their abilities and prospects. It shapes their attitude, builds confidence, skills and resilience in meaningful ways and we think more young people should be able to benefit from it.

During 30th November and 7th December, all donations to The Key will be DOUBLED! Inspire belief in young people by increasing access to The Key. Invest in young futures today by donating here: <https://bit.ly/3nm7LSU> #ChristmasChallenge21

Create your own

I'm supporting The Key this #ChristmasChallenge21 because **[insert your why]**. Invest in young people with me and get your donation doubled here: <https://bit.ly/3nm7LSU>

Tag us



[@thekeytweets](https://twitter.com/thekeytweets)



[@thekeyuk](https://www.facebook.com/thekeyuk)



[@thekeyuk](https://www.instagram.com/thekeyuk)



[The Key - Inspiring
Belief in Young People](https://www.linkedin.com/company/thekeyuk)

THE BIG DETAILS



The Big Details

Dulverton Trust are matching every donation made to The Key for one week only!

[Click here to](#)

DONATE

$$\begin{array}{ccccccc} \text{You} & & \text{Dulverton} & & \text{Add} & & \\ \text{donate} & & \text{donates} & & & & \\ \text{£5} & + & \text{£5} & + & \text{GIFT AID} & = & \text{£11.25} \\ & & & & \text{is the donated to young} & & \\ & & & & \text{people thanks to YOU!} & & \end{array}$$

Donations must be received between 31st November and 7th December to get matched

**Donations must be made through the Big Give website here:
bit.ly/3GZNBWC**

Any support you can offer is greatly appreciated whether that's a donation or sharing our messages and campaign.

Let's invest in young people together.

THANK YOU!