

The background of the entire page is a photograph of a coastal landscape. In the foreground, a dirt path leads up a grassy hill. Several puffins are visible: one is perched on a rock in the middle ground with its wings spread, and a group of others is on the ground to the left. The background features a steep, grassy cliff overlooking the ocean under a clear sky.

# SAVE OUR WILD ISLES COMMUNITY FUND

## PROMOTIONAL TOOLKIT

Supporting local  
communities  
to take action  
for nature.














# PROMOTIONAL TOOLKIT

Spreading the message about your amazing project really helps to encourage donations and engage supporters. To help make that easier, we've put together some images and text that you can use on your social channels or emails to announce your project, give fundraising updates and say thank you to your supporters.

Feel free to change the text to best showcase your project and your passion – this is just a guide to give you some inspiration and save you some time.

Don't forget to tag the partner brands in your social posts to help increase your reach using the following handles:

						
	avivauk	avivauk	avivauk	aviva-plc	aviva	
	therspb	rspb_love_nature	natures_voice	rspb	rspbvideo	rspb
	wwf-uk	wwf_uk	wwf_uk	wwf-uk	wwf-uk	

Simply download this toolkit to use the assets – good luck with getting the donations rolling in.



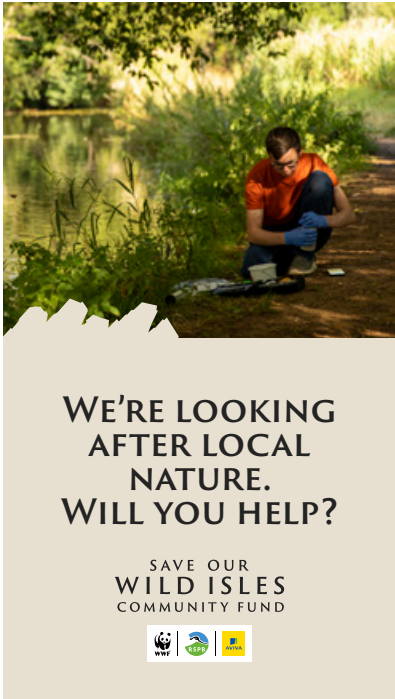
# ANNOUNCING YOUR PROJECT

## Post copy

Nature in <insert your location> needs us all. And we need your help to raise £<insert your project amount> to support us to <insert details of project e.g., plant wildflowers for pollinators, create a green space for all of us and wildlife to enjoy, feed and protect rare birds>. For every £1 you donate by <insert your end date>, the Save Our Wild Isles Community Fund will give us £2! Please help us to help nature in our local area by donating now at <URL>

#SaveOurWildIsles

9:16



1:1



16:9





# PROVIDING UPDATES

## Post copy

Update! Our project to <insert details of project e.g., plant wildflowers for pollinators, create a green space for all of us and wildlife to enjoy, feed and protect rare birds> in <insert your location> has currently raised <insert amount raised so far>. Not donated yet? We still need help to raise another <insert remaining amount>. For every £1 you give by <insert your end date>, the Save Our Wild Isles Community Fund will give us £2! Please support us by donating at <URL>

#SaveOurWildIsles

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# SAYING THANK YOU

## To an individual supporter

Thank you so much, <insert supporter's name>, for your donation of £<insert donation amount>. With £2 from the Save Our Wild Isles Community Fund for every £1 we raise, your donation becomes £<insert the donation amount x 3>! Every donation means the world to us, and we'll use it to help protect and restore nature in our own little corner of the world here in <insert location>.

#SaveOurWildIsles

## When you've reached your target amount

We've hit our fundraising target! Thanks to your generous donations and support from the Save Our Wild Isles Community Fund, we've raised £<insert your project amount>. This money will go directly to our project here in <insert location> to <insert details of project e.g., plant wildflowers to bring bees back, create a green space for all of us and wildlife to enjoy, feed and protect rare birds>. We can't wait to get working on it!

#SaveOurWildIsles

9:16



1:1



16:9



# THANK YOU

If you have any questions get in touch at:  
**[support@communityfund.aviva.com](mailto:support@communityfund.aviva.com)**