



1 - 7
Tachwedd/
November

Wythnos Cyfeillio

Befriending Week



Communications Toolkit
for partners and supporters

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Befriending Week

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About Befriending Week

Befriending Week is the national campaign celebrating and raising awareness of befriending and the positive impact it has on individuals and communities.

Dates

1 - 7 November

Audience

- Befriending services
- Volunteers
- People experiencing loneliness
- People who care about loneliness and social connection

Organised by

Befriending Networks

[Read more](#)

Key messages

- ★ Raising awareness of befriending and its positive impact on communities
- ★ Highlighting the importance of social connection
- ★ Celebrating and recognising volunteers
- ★ Connecting with local befriending services using the **Befriending Networks directory**

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Background

About Befriending Networks

Befriending Networks is the largest network of befriending services in the world. We provide access to sector-specific training, events, resources, and awards which support quality in befriending. Each year we coordinate Befriending Week from 1 – 7 November.

Our vision is of a society where quality befriending support is available to everyone who needs it, and the importance of meaningful connection is recognised. [Find out more on our website.](#)

What is befriending?

Befriending is a relationship initiated and supported by an organisation. Befriending takes many shapes – one-to-one matches, in-person visits, telephone services, group befriending and more. [Find out more about befriending.](#)

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Befriending Week is a great opportunity to:

- ★ raise awareness of befriending and advocate for loneliness and social connection to be on the agenda for decision-makers
- ★ build your organisation's profile by sharing your expertise and knowledge with a wider audience
- ★ connect to new people who care about social connection and loneliness
- ★ showcase resources and events that help people access befriending, understand loneliness or build social connection

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How you can help

We want to help spread the word about Befriending Week, but have limited capacity to create content.

Become a **Supporter**

You might use our templates to post or share our content, mention our campaign to people in your network or connect with your local befriending services.

We want to collaborate with Befriending Networks to create something special for Befriending Week.

Become a **Partner**

You might collaborate with us on a guest post or resource, or co-host an event with us. Your logo will appear on our website.

We want to support Befriending Week financially.

Become a **Sponsor**

You might provide financial support for our Befriending Week events or offer prizes for surveys. Your logo will appear on our website.

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Social media posts

The simplest way to take part in Befriending Week is sharing the campaign with your social media followers.

Copy-and-paste the example social media posts or create your own about why you're joining the campaign. Remember to tag us and use our hashtags:
#BefriendingWeek
#WythnosCyfeillio

Really tight for time?
Visit our social channels and hit share on one of our posts.

Download example
social media posts



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Newsletter or website post

Sharing an article on your blog or newsletter helps us reach more engaged audiences already interested in the sector.

Press release

Announce your support of the campaign for local and national press to help us reach beyond the sector.

[Download article template](#)

[Download press release template](#)

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Other ways to spread the word

Every little time you mention Befriending Week, you help build momentum and raise awareness about befriending. Here are some other easy ways to help spread the word.

★ Add a Befriending Week banner to your email signature

★ Add the Befriending Week logo to your social posts or website

★ Mention Befriending Week at meetings or networking events

★ Connect with local befriending projects and help share their stories on social media. **Find projects near you in the directory**

[Download email banners](#)

[Download logos](#)

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If you'd like to work with us to create something special for Befriending Week, we'd love to hear from you! Here are some ways your organisation can collaborate with us:

- ★ Co-host a Befriending Networks event or webinar, or invite us to speak at your event.
- ★ Write a guest blog sharing your experiences and expertise for our website, or host a blog from Befriending Networks on your site.
- ★ Send a special Befriending Week newsletter to your subscribers.
- ★ Work with us to create a podcast or video to celebrate Befriending Week.

Partner logos will be featured on the Befriending Week website. Want to become a partner? Email our Communications Officer, Cat, on cat@befriending.co.uk to start the conversation.

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Want to help raise the profile of befriending and create more connected communities? You can sponsor Befriending Week with financial or in-kind support.

Sponsorship can support:

- ★ the delivery of events, including refreshments, venue hire and event materials
- ★ the creation of special resources or toolkits to support the befriending sector
- ★ marketing Befriending Week to increase our reach
- ★ prizes, rewards or special offers for our members

Sponsor logos will appear on the Befriending Week website, as well as on relevant marketing materials. You will also get a special thank you on social media. To find out more about sponsorship, please email our CEO, Susan on susan@befriending.co.uk.

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For full information on Befriending Week, events, resources and more, visit befriending.co.uk/bw

Visit website

If you have any questions about Befriending Week and how you can get involved, please contact our Communications Officer, Cat, on cat@befriending.co.uk.

Email Cat



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www.befriending.co.uk