



Christmas Appeal 2020

Public Toolkit



 **BookTrust**
Getting children reading

Who benefits from the BookTrust Christmas Appeal?

The BookTrust Christmas Appeal will enable us to send festive book gifts to children who are vulnerable or in care. Some of the children who receive the gifts will be participants in our Letterbox Club programme, which sends six book parcels to children during the year. The festive gifts come as a surprise to the children in the run-up to Christmas. This year we will also give out some parcels through community foodbanks to help children in families facing significant financial hardship. The Christmas appeal funds the book parcels and our on-going work supporting these children.

Why are you doing it?

Christmas isn't a magical time of year for all children. The book parcels are sent to children who may not be looking forward to Christmas to brighten what can be a difficult time of year. They may live in a household where there will be no money to buy presents this year; or it may be their first festive season away from their home and their family. The book parcels are sent to add sparkle and brighten Christmas for children who are vulnerable.

What's happening this year?

Focus for 2020

Following the success of last year's appeal, this year, we will send out 14,250 book parcels during December. These will be sent directly to 8,407 children in care by Local Authorities in England, Wales and Northern Ireland and 2,677 will be given to vulnerable children through their school. And this year, for the first time, 3,325 will be given out through community foodbanks in England.

We are asking that people donate £10 which will send one book gift to one child. Donations can be made on our website and the appeal will be promoted through BookTrust social media channels and through a paid-for social campaign.

Activity




The campaign runs from 2nd November – 24th December 2020.



Get involved!

How to support the Christmas Appeal

We need you!

Help us add some sparkle to Christmas for a vulnerable child. Just one book can  brighten Christmas for a vulnerable child.  

During the campaign you can:



- Use the assets provided, along with our suggested copy or your own content to promote the key messages of the campaign
- Share BookTrust social media posts on your own channels using #JustOneBook
- Ask your friends, family and colleagues to get on board and support BookTrust in adding some sparkle to Christmas for a vulnerable child.

Key messages for the campaign

- Christmas won't be magical for every child. A special book gift can add sparkle
- Just one book can brighten Christmas for a vulnerable child
- Christmas can be hard for children who are vulnerable or in care. A special book gift can add sparkle
- Add some sparkle to a vulnerable child's Christmas with a £10 book gift
- Give a gift that adds sparkle to a vulnerable child's Christmas. Give £10 to send a book to a vulnerable child on someone's behalf
- Donate £10 to send one book gift to one child
- This year, more than ever, there will be children who may not be looking forward to Christmas. A special book gift can add sparkle.
- This year, some books will be given out through community foodbanks to help families facing challenging circumstances and financial hardship. Donate £10 to send one book gift to one child.
- Visit **booktrust.org.uk/xmas** for more information and share the appeal with **@BookTrust** and **#JustOneBook**

Hashtags and useful links

#JustOneBook

You can find everything about our Christmas appeal at
booktrust.org.uk/xmas

And tag us **@BookTrust**

Dates

The campaign activity will run from **2nd November till 24th December**.

Follow us!

#JustOneBook

booktrust.org.uk



@BookTrust



@BookTrust



**Youtube.com
/booktrust**



**facebook.com
/booktrust**



**linkedin.com/company
/booktrust**



**Booktrust.org.uk
/newsletter**

Assets and ideas



Social media cards



You'll find these sized for Facebook, Twitter and Instagram in the Assets folder

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Sample Tweets




- Christmas won't be magical for every child. A £10 book gift can add sparkle. Can you help? @BookTrust ~JustOneBook <http://www.booktrust.org.uk/xmas>
- Just one book can brighten Christmas for a vulnerable child. Give a £10 book gift now @BookTrust #JustOneBook <http://www.booktrust.org.uk/xmas>
- Can you help BookTrust send 14,250 book gifts to vulnerable children this Christmas? £10 will send one book gift to one child and add some sparkle @BookTrust #JustOneBook <http://www.booktrust.org.uk/xmas>
- Help BookTrust send book gifts to children through community foodbanks this Christmas. £10 will send one book gift to one child. Can you help? @BookTrust #JustOneBook <http://www.booktrust.org.uk/xmas>
- Looking for a special gift idea this Christmas? Send a book to a vulnerable child on someone's behalf. <http://www.booktrust.org.uk/xmas> @BookTrust #JustOneBook



You can use our sample tweets or write your own!

Sample Facebook posts

- Christmas won't be magical for every child. A £10 book gift can add sparkle. Can you help? Find out more here: <http://www.booktrust.org.uk/xmas>
- Just one book can add sparkle to a vulnerable child's Christmas. Can you help? Donate £10 to send one book gift to one child. Find out more here: <http://www.booktrust.org.uk/xmas>
- This Christmas, can you help BookTrust send 14,250 surprise book gifts to children who are vulnerable or in care? Donate £10 to send one book gift to one child and add some sparkle.. Find out how: <http://www.booktrust.org.uk/xmas>
- Help BookTrust send book gifts to children through community foodbanks this Christmas. £10 will send one book gift to one child. Can you help? @BookTrust <http://www.booktrust.org.uk/xmas> 
- Looking for that special gift idea this Christmas? Why not send a book to a vulnerable child on someone's behalf and brighten up their Christmas. Find out how: <http://www.booktrust.org.uk/xmas> 

You can use our sample posts or write your own! 



**Thank you for
your support!**

**If you have any questions, get in touch:
fundraising@booktrust.org.uk**

