

L NELINESS AWARENESS WEEK

12th - 18th June 2023
Connection Matters

Brought to you by Marmalade Trust

**Supporter Communications
& Organisers Toolkit**

[Download all
assets](#)



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About Loneliness Awareness Week



Marmalade Trust is a leading UK loneliness charity working with all ages in the UK. We launched Loneliness Awareness Week in 2017, and it grows in momentum each year across the UK, and this year we are excited to see other countries get involved.

Loneliness Awareness Week is dedicated to raising awareness of loneliness and reducing stigma. It's all about creating supportive communities by having conversations with family, friends, or colleagues. Loneliness is a natural human emotion. We need social connections to support ourselves and others.

Starting Monday 12th June 2023, there will be many ways for everyone to do something. Whether you are a small or large business, organisation, community group or individual, there is something for everyone.

This pack contains handy tools to guide you through hosting events, activities and spreading the word to make Loneliness Awareness Week 2023 the biggest yet.

We truly are in this one together.

2023 Theme: Connection Matters

Connection matters. It's what makes us human.

Whether it's your regular barista, the friendly dog on your walk, or the shopkeeper down the road, everyday moments of connection matter. They allow us to make connections, feel happier and less lonely.

It matters in business because we are not just colleagues, we are people. It matters on the commute because we are still a community. It matters as a new parent because you are still an individual. It matters on freshers week, in the cafe, down the market, on the streets, in the parks, on the highest of mountains, or sat on the underground. It matters everywhere. We matter. Connection matters.

For Loneliness Awareness Week 2023, we're encouraging everyone to harness these moments of connection. Together, we can all feel less lonely.

How Can You Get Involved

Do that thing

Getting involved in Loneliness Awareness Week is simple.

1. Download and spread the word

- Download our [supporter pack and assets](#) from our [website](#) and share them within your networks.
- Stick a poster in your window, use virtual meeting backdrops, and inspire others through your newsletters.

2. Build and create

- Talk about loneliness with others, join a walk, or host a social event.
- Add your activities and plans to our Connections Map at <https://www.lonelinessawarenessweek.org/map> and explore what's happening in your area.

3. Follow and share

- Share meaningful moments with colleagues, neighbours, friends, and family.
- Follow us on social media [@MarmaladeTrust](#) and use [#LonelinessAwarenessWeek](#) [#ConnectionMatters](#) to share your stories of connection online.

Key messaging



It matters in business because we are not just colleagues, we are people. It matters on the commute because we are still a community. It matters as a new parent because you are still an individual. It matters on freshers week, in the cafe, down the market, on the streets, in the parks, on the highest of mountains, or sat on the underground. It matters everywhere. We matter. Connection matters.

Individuals/ general public

All of us - Connection Matters whether you're at home, studying, working, resting, retired, a new parent, starting a new job, on the commute, recently arrived to the country, learning the language and everything in between. We are people, and it's the little everyday moments that can make a big difference.

Employers, employees & corporate

Businesses, Workplaces & Employees - Connection Matters in business and on the commute, in the office or working from home, and everything in between. We are not just colleagues, we are people, and it's the little everyday moments that can make a big difference.

Public, non-profit & community organisations

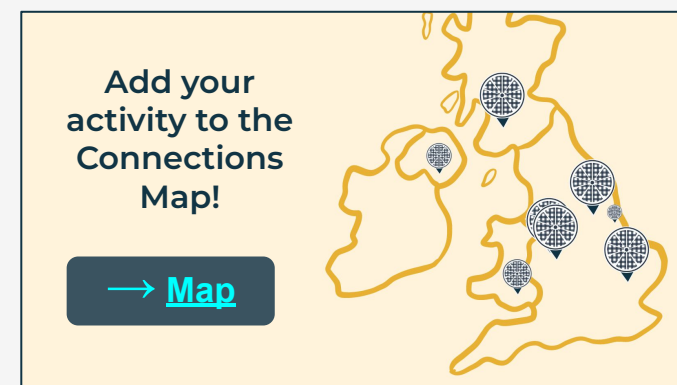
Connection Matters locally, because we're not just colleagues or individuals, together we are a community. It's the little everyday moments that can make a big difference.

Spread the Word

Getting involved is simple

Check out our suite of assets to support you in raising awareness and making a difference. Demonstrate your involvement by adding your activity or event to our [Connections Map](#).

1. Logo Variations & Assets
2. Posters
3. Social Media
 - 3.i Social Media (Welsh)
 - 3.ii Selfie Frames
4. Email Signatures
5. Virtual Meeting backdrop
6. Newsletter Copy
7. Animations
8. Book inserts



1. Logo variations & assets

Show your support by downloading the various logos and assets, applying them creatively and using the hashtags #LonelinessAwarenessWeek and #ConnectionMatters to highlight how you or your organisation is getting involved.



Various logos

Asset

2. Posters

Choose a poster, add your Loneliness Awareness Week event or activity details, print it out and display it in a window, office or wall. Can be printed in any size from A2, A3 or A4.



Empty belly poster



Empty belly poster (printer-friendly version)



Poster version 1

2. Posters

Choose a poster, add your Loneliness Awareness Week event or activity details, print it out and display it in a window, office or wall. Can be printed in any size from A2, A3 or A4.

Fatima who works in HR

Connection Matters

It matters in the workplace, online and on the commute. Because we're not just colleagues, we're people. It's the little moments of connection that can make a big difference in all our lives.

What makes you feel connected?



LONELINESS AWARENESS WEEK
12th - 18th June 2023

Get involved:
lonelinessawarenessweek.org
#ConnectionMatters
#LonelinessAwarenessWeek



Marmalade Trust is a registered charity no: 1174217 and company limited by guarantee no: 10879370


Poster version 2

The student in class with the red backpack

Connection Matters


It matters in class, in study breaks and everything in between. Loneliness happens to all of us. Making time to smile or chat for a few minutes can make a big difference in all our lives.

What makes you feel connected?



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Poster version 3

The parent in the park

Connection Matters

Every day our lives pass others, let's make that connection count. It's the little moments of connection that make us feel part of a community and make a big difference in all our lives.

What makes you feel connected?



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Poster version 4

2. Posters

Choose a poster, add your Loneliness Awareness Week event or activity details, print it out and display it in a window, office or wall. Can be printed in any size from A2, A3 or A4.



James from the Facebook group

Connection Matters

Every day our lives pass others, let's make that connection count. Loneliness isn't obvious at face value but it's a part of many people's lives.

What makes you feel connected?



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Poster version 5



The person you pass on your way to work

Connection Matters

Loneliness isn't always obvious. Making time to smile or chat for a few minutes can make a big difference to all our lives.

What makes you feel connected?



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Poster version 6

2. Posters

Choose a poster, add your Loneliness Awareness Week event or activity details, print it out and display it in a window, office or wall. Can be printed in any size from A2, A3 or A4.



Maria at the corner shop

Connection Matters

A passing smile or a quick chat can change the way we feel. Make time to get to know the people we pass each day and the world will feel a little brighter and a touch less lonely.

What makes you feel connected?



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Poster version 7



The person with a blue hat on the 42 bus

Connection Matters

If your lives pass, you're not strangers, you're a part of each other's community. Make time to connect, even a simple "hello" or a smile can change someone's day.

What makes you feel connected?



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Poster version 8

3. Social media posts

Suggested copy

Connection Matters - it's what makes us human. By building our moments of connection, we can help ourselves and others feel less lonely. What or who makes you feel connected?

#ConnectionMatters
#LonelinessAwarenessWeek →
LonelinessAwarenessWeek.org

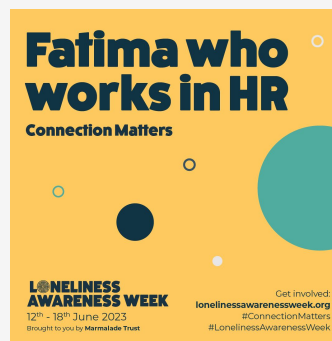
Suggested copy

This year's Loneliness Awareness Week theme is connection. Join us in strengthening community connection one exchange at a time. *My/our* moment that matters is *<add yours>*

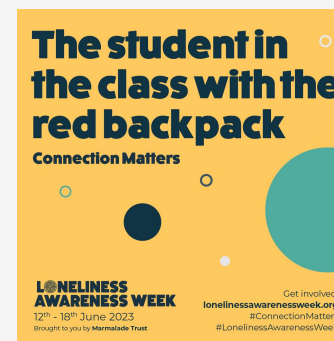
#ConnectionMatters
#LonelinessAwarenessWeek →
LonelinessAwarenessWeek.org



Social post option 1



Social post option 2



Social post option 3



Social post option 4



Social post option 5



Social post option 6



Social post option 7



Social post option 8



Social post option 9



Social post option 10



Social post option 11



Social post option 12

3. Social media posts

(Facebook, Twitter + LinkedIn only)

Suggested copy

We're getting involved with #LonelinessAwarenessWeek2023 from June 12th to help build moments of connection and reduce loneliness. This year's theme is #ConnectionMatters. Here's how you can join in → LonelinessAwarenessWeek.org



Rectangle option 13 for Facebook



Rectangle option 14 for Facebook

Suggested copy

I'm getting involved with #LonelinessAwarenessWeek2023 from June 12th to help build moments of connection and reduce loneliness. This year's theme is #ConnectionMatters. Here's how you can join in → LonelinessAwarenessWeek.org



Rectangle option 15 for Facebook



Rectangle option 16 for Facebook

3.i Social media posts (Welsh)

(Facebook, Instagram + Twitter)



Option 1 for Facebook and Instagram



Option 2 for Twitter

3ii. Selfie frames

(Facebook, Instagram + Twitter)

Select a selfie frame to frame your image and story of connection. Marry it up with one of our suggested social posts and use our hashtags:

#ConnectionMatters
 #LonelinessAwarenessWeek →
LonelinessAwarenessWeek.org



Option 1 for Twitter



Option 2 for Facebook and Instagram



Option 3 for LinkedIn



Option 4 Circle

4. Email signatures

Choose a signature and let those you communicate with know that you are involved.



LAW
2023 +
dates + #



We're supporting +
LAW 2023 + dates + #



I'm supporting +
LAW 2023 + dates
+ #

5. Virtual meeting backdrop

Show your online meeting attendees that you're taking part in Loneliness Awareness Week 2023 with a virtual backdrop.



Virtual Meeting Backdrop 1



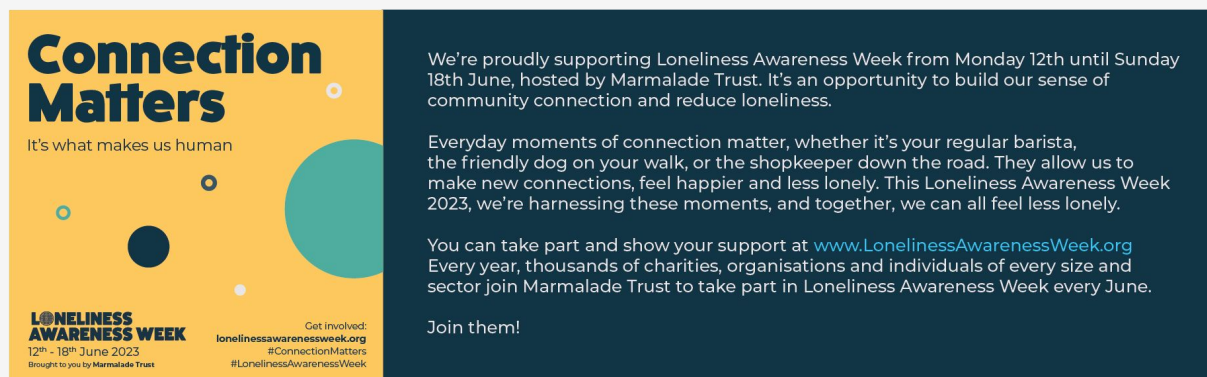
Virtual Meeting Backdrop 2

6. Newsletter copy

Show your network that you're taking part in Loneliness Awareness Week 2023 through your newsletters.



Newsletter graphic version 1



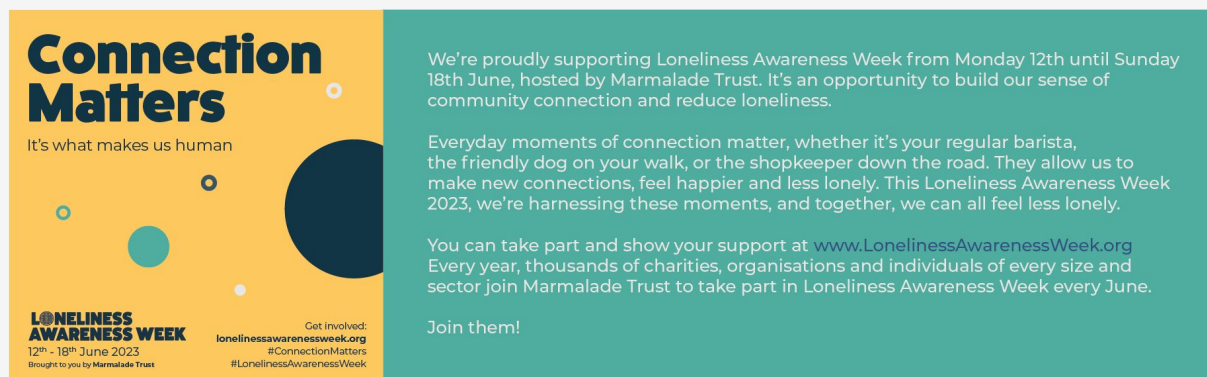
Newsletter graphic version 2

6. Newsletter copy

Show your network that you're taking part in Loneliness Awareness Week 2023 through your newsletters.



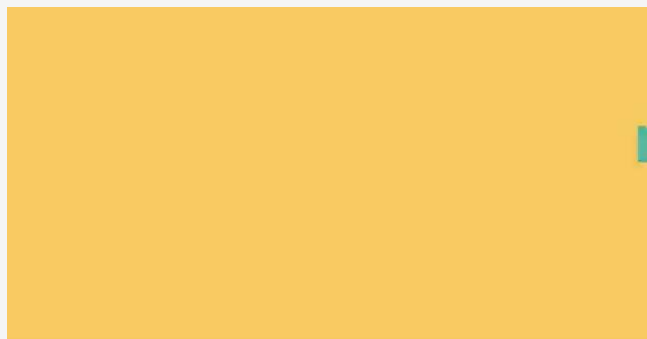
Newsletter graphic version 3



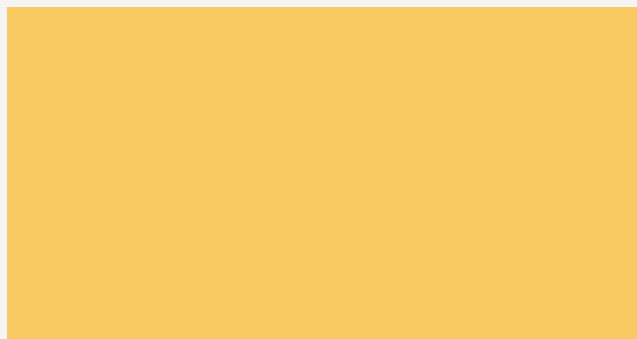
Newsletter graphic version 4

7. Animations

Use moving image to show how Connection Matters to us all. Animations and a GIF in various lengths and formats for all social channels.



Long animation option



Short animation option



Shortest animation option

7. Book insert

Books tell a story. Share what connects you to your favourite book with the new owner, and connect through a shared love of reading and storytelling.

Get involved by printing off and writing your story of connection on “*This book has a backstory*” inserts, and place it into your favourite book.

Don't forget to share any stories online with our hashtags
#ConnectionMatters and
#LonelinessAwarenessWeek



Book insert printer-friendly version single



Book insert printer-friendly version sheet x 8

Ideas for Taking Part

Do that thing!

There are loads of ways to get involved in this year's Loneliness Awareness Week from 12th - 18th June 2023. Have a look at the list below, or do some fundraising by running a sponsored run, film night or cake sale. Fundraising is a brilliant way to support our charity and connect with others.

- Smile at someone new
- Pause for a 5-minute chat
- Arrange a group walk
- Share lunch with colleagues (in-person or online)
- Put loneliness on a work meeting agenda
- Arrange a group meditation to connect with others
- Hold a street party or picnic
- Meet your neighbour or better still, take them a cake!
- Meet a friend or colleague for coffee
- Plan a walk, sports, cake, auction quiz or skills-swap fundraiser
- Host a bingo night
- Speed friending event
- Donate or host a fitness, wellbeing, arts activity, class or workshop, or offer to bring a friend for free
- Sponsored silence or quiet hour to raise awareness
- Host a film night, dance party
- Theme or donate a drink
- Chat to fellow gamers about connection

Share your story

We want to hear what you, your community, or your organisation is doing to get involved in Loneliness Awareness Week this year. These stories not only make us smile; they let us know where and how you're making a difference to the lives of others.

1. Show your connection stories with photos and videos

An image speaks a thousand words. Follow us on social [@MarmaladeTrust](#) and share your photo and video stories online using [#LonelinessAwarenessWeek](#) [#ConnectionMatters](#)

2. Tell us how it went

Did you host an arts and crafts class that brought together your whole neighbourhood? We want to hear their stories too! It takes just a few minutes for attendees to answer a few questions. Their experiences not only reveal the impact of your effort but also help to keep funding our work to reduce loneliness. Survey coming soon!

3. Become an ambassador and share your story with the world

Are you doing something that you'd like to share more widely, or know someone with a story worth sharing more widely? We've love to shine a spotlight on it. Submit interest to [share your story here](#).

Top story sharing tips



Get in touch

For further information please visit www.LonelinessAwarenessWeek.org

For brands or organisations looking to support us during our campaign, please contact alice@marmaladetrust.org

Follow us on our socials:

