



Helping people  
in horticulture  
**Perennial**

## COMMUNICATIONS TOOLKIT

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NOVEMBER 2019

### PERENNIAL SUPPORTER INFORMATION

**\* Be a #FestiveFriend and help us reach more people in need this Christmas \***



We're ready to support families and individuals in horticulture this Christmas who are feeling the festive strain or struggling with unexpected or life changing events such as redundancy or health issues.

**We need your help to spread the word and reach more people in need of a friend this festive season.**

IN THIS TOOLKIT:

1. Support at Christmas details in brief
  2. Suggested social media posts for Support at Christmas campaign
  3. How to be a #FestiveFriend this Christmas
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## 1. Support at Christmas details in brief

### FESTIVE SUPPORT NOW AVAILABLE FROM PERENNIAL



In brief: No-one should feel alone or unsupported at Christmas.

Perennial (@PerennialGRBS) is ready to support people in horticulture who are feeling the festive strain. You can request help with Christmas food + gifts for children who would otherwise go without online at [www.perennial.org.uk/festivesupport](http://www.perennial.org.uk/festivesupport)

#festivesupport #supportatchristmas #festivefriend #heretohelp #christmascosts  
#Perennial180 #supportingourindustry

PERENNIAL, the charity for people in horticulture across the UK, is ready to support families and individuals this Christmas who are feeling the festive strain or struggling with unexpected or life changing events such as redundancy or health issues.

The charity is offering people who work in or are retired from horticulture and are struggling this Christmas up to £100 worth of supermarket vouchers that can be used to help buy food and presents for children who would otherwise go without. Perennial is also reminding everyone in horticulture about their wide-ranging tailored, one-to-one support this Christmas and beyond.

If you, or someone you know, works in horticulture and needs a festive friend, contact Perennial in confidence on 0800 093 8543, email [services@perennial.org.uk](mailto:services@perennial.org.uk) or request support online at [perennial.org.uk/festivesupport](http://perennial.org.uk/festivesupport)

FOR THE FULL NEWS STORY: <https://perennial.org.uk/festive-support-now-available-from-perennial/>

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## 2. Suggested social media posts for Support at Christmas campaign

FACEBOOK: [@PerennialGRBS](#)

TWITTER: [@PerennialGRBS](#)

INSTAGRAM: [@perennialgrbs](#)

Suggested hashtags: [#supportingourindustry](#) [#ProudPerennialPartner](#) [#Perennial180](#)  
[#helpinghorts](#) [#christmascosts](#)

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### FESTIVE SUPPORT FROM PERENNIAL



Christmas should be a time of fun and festivities for everyone working in horticulture but often the reality is very different.

Many people feel added pressure at this time of year with more demands on their already stretched resources, anxiety about meeting everyone's expectations or feelings of isolation from those around them.

If you're struggling in the lead up to Christmas, you're not alone.

Get in touch with [@PerennialGRBS](#) to find out how they can support you. Call in confidence on 0800 093 8543, email [services@perennial.org.uk](mailto:services@perennial.org.uk) or request support online at

<https://perennial.org.uk/festivesupport>

[#supportingourindustry](#) [#Perennial180](#)  
[#ProudPerennialPartner](#) [#helpinghorts](#)  
[#christmascosts](#)





**DID YOU KNOW:** If you or someone you know works in horticulture and is going through an unexpected or life changing event, such as redundancy or health issues, [@PerennialGRBS](#) can help.

During the festive period - and beyond - Perennial can help with budgeting advice, managing debt and accessing statutory and local support.

No-one should feel alone or unsupported this Christmas. Find out more:

<https://perennial.org.uk/festivesupport>

	<p>#supportingourindustry #Perennial180  #ProudPerennialPartner #helpinghorts  #christmascosts</p>
	<p>Already feeling the Christmas pinch?</p> <p>If you work with plants, turf or trees and are worried about the extra costs of Christmas, @PerennialGRBS can help.</p> <p>Perennial can help you buy food or a gift for a child who would otherwise go without.</p> <p>Simply complete the online form:  <a href="https://perennial.org.uk/festivesupport">https://perennial.org.uk/festivesupport</a></p> <p>#supportingourindustry #Perennial180  #ProudPerennialPartner #helpinghorts  #christmascosts</p>
	<p>Would your company like to make a difference to someone working in horticulture this Christmas? Be a #festivefriend and support @PerennialGRBS</p> <ul style="list-style-type: none"> <li>☑ Give a one-off or regular donation</li> <li>☑ Buy Perennial Christmas cards or gifts</li> <li>☑ Sign up to a fundraising challenge in 2020</li> <li>☑ Buy someone a special event as a Christmas present</li> <li>☑ Join Perennial as a corporate partner or Friend</li> <li>☑ Help spread the word about Perennial's Support at Christmas campaign for people who need a helping hand this festive season</li> </ul> <p>Find out more ☑  <a href="https://perennial.org.uk/festivefriend">https://perennial.org.uk/festivefriend</a></p> <p>#supportingourindustry #Perennial180  #ProudPerennialPartner #helpinghorts  #christmascosts</p>



### 3. How to be a #FestiveFriend this Christmas

We rely on support from across the industry to enable us to offer our tailored one-to-one support services. As a Perennial supporter you are already making a difference but if you'd like to do something extra, there are loads of ways you can help us this Christmas!

Find out more via the links below and don't forget to help us spread the word about our **Support at Christmas** campaign for people who need a helping hand this festive season.

#### Buy Christmas cards & gifts



Every Christmas card helps raise money for your trade charity and helps spread the word about our incredible one-to-one support services for people in horticulture.

Browse our **online catalogue here** or contact our team on 0800 093 8510 to order by phone.

#### Buy a festive 'virtual gift'



Make a difference to someone's Christmas with a 'virtual gift' of a festive food voucher, warm clothing or a children's Christmas present.

Browse our range of **virtual gifts here** or contact our team on 0800 093 8510 to order by phone.

#### Join us at 'Party for Perennial'



Kick start your new year with friends and colleagues from across the industry at our annual trade fundraising event. Join us on Thursday 23 January at EV Bar on London's Southbank.

**Find out more here** and book tickets today!

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