



# Play your part campaign

Digital toolkit

September 2024

**We need urgent action on hunger in the UK. Millions of us want a future where no one needs a food bank to survive. We all have a part to play.**

**Together we will end hunger for good.**

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# Together with Trussell

We need urgent action on hunger in the UK, but we know we can't do it alone.

Only by working together will we be able to end hunger for good.

In a time of heightened hardship, but also fresh possibility. We've been working hard to understand the barriers and opportunities that exist for our brand.

Developed in close collaboration with our community of food banks, partners and people with lived experience of hardship,

we're now ready to launch a campaign that introduces our refreshed identity and galvanising strapline - Ending hunger together.

To help communicate our cause with impact, we're asking you to 'Play your part'. Through this campaign, we'll reach more people than ever before, build tangibility around our new vision and mobilise partners and public to get involved and work with us.

Ending  
hunger  
together

Play your part

# Our mission

We exist so everyone in the UK can be free from hunger. We work together to ensure no one needs a food bank to survive.

Until that happens, we provide emergency food and practical support for people left without enough money to live on.

We believe in a future without the need for food banks and we relentlessly pursue our vision with a spirit of compassion, justice, community and dignity.

We believe in the strength of working **together**.

We strive to galvanise, enable and inspire. Standing with communities, provoking thought, encouraging action and creating change.

Locally and across the UK, we bring together experiences, evidence and solutions, because hunger isn't a food problem, it's an income problem.

There's a clear way forward and we can all help.



# Play your part campaign

## Ending Hunger Together

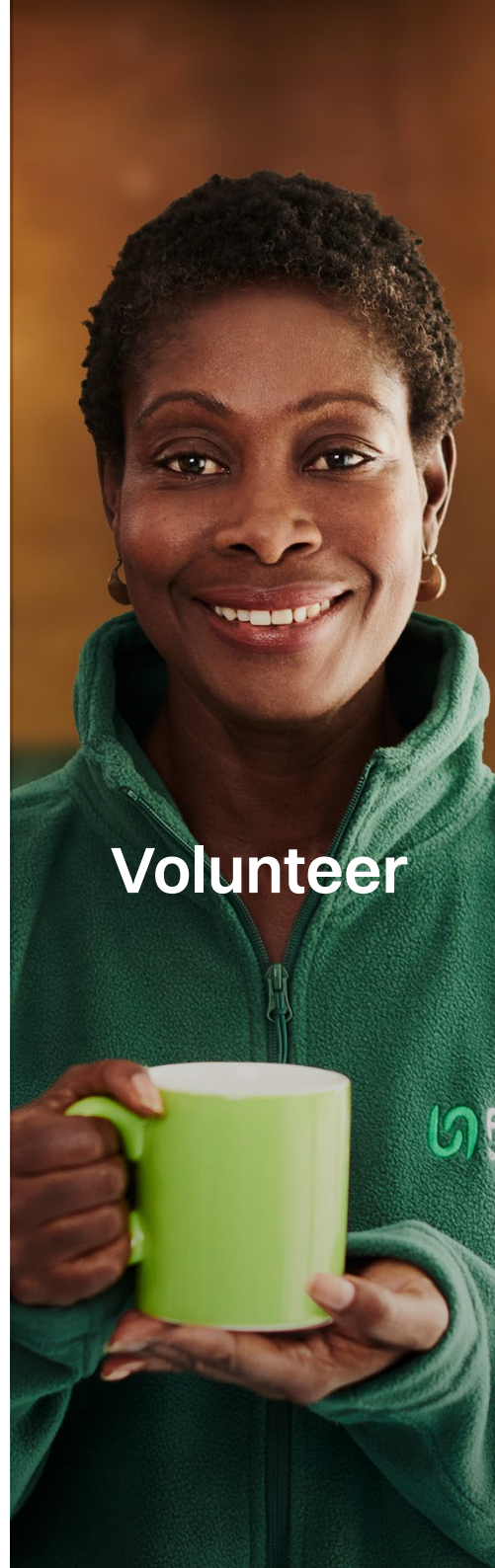
We all have a role to play.

By volunteering your time, donating food or money, or using your voice, you'll stand alongside millions of people taking action.

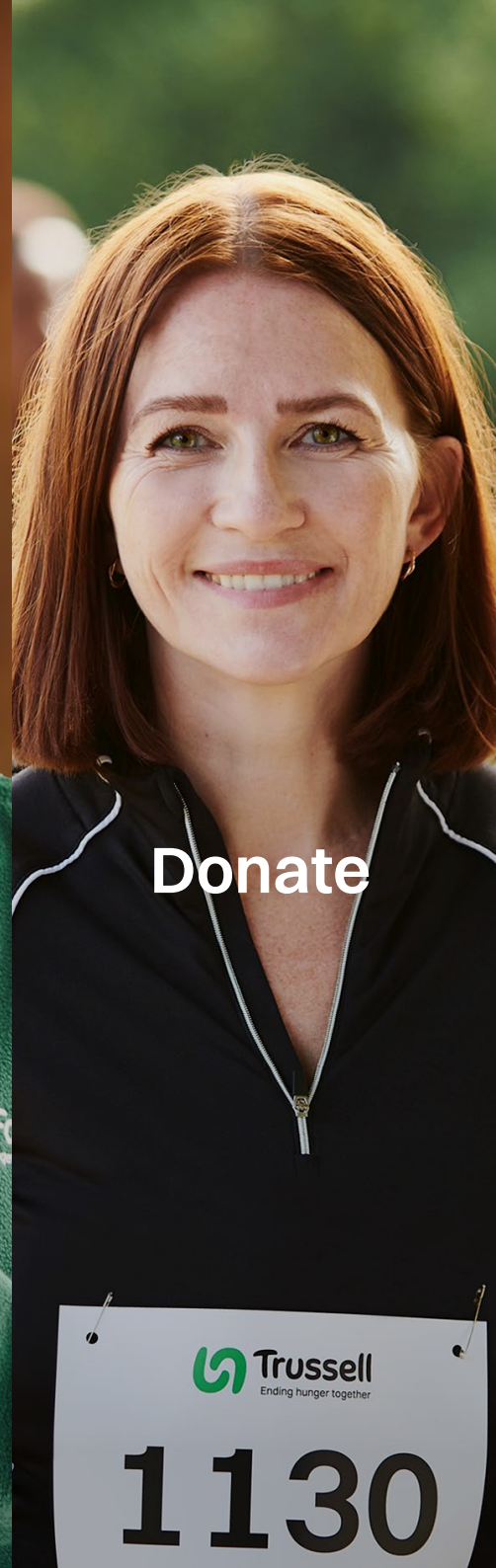
Together, we will end hunger for good.

**Will you play your part?**

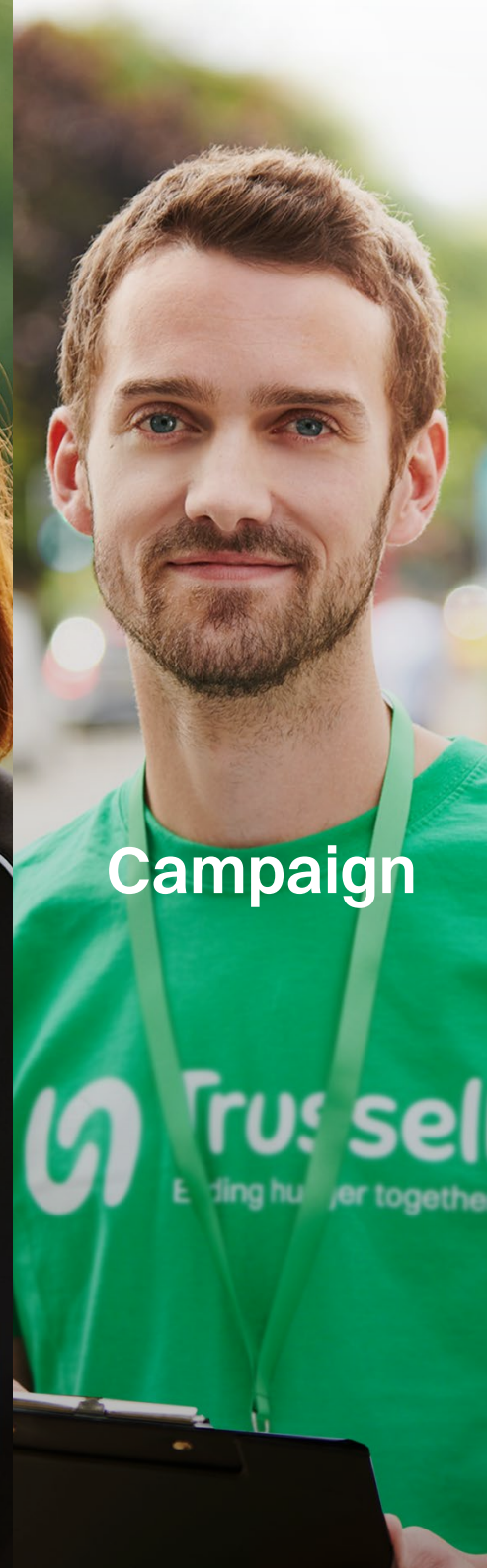
Play your part campaign - Digital toolkit



**Volunteer**



**Donate**



**Campaign**

# How you play your part?

## The time is now

The building blocks that will end hunger in the UK require us all to act.

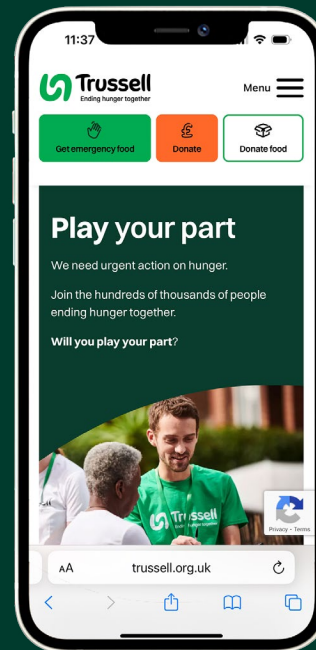
That's why we're urging everyone - politicians, charities, businesses, and individuals - to play their part.

**Follow us on social**

@TrussellUK

1

Pledge your support via our website



2

Help amplify our campaign on social media and beyond



Tag us @TrussellUK



## Campaign assets

We have a suite of campaign assets available to use. These will help to ensure consistency across all campaign communication.



# Our campaign film

60 second edit



30 second edit



## Suggested short form post copy:

We know that a future without food banks is possible, but we can't get there alone. Will you play your part?

## Suggested long form post copy:

We need urgent action on hunger in the UK. People are turning to food banks because they don't have enough money to live on. We know that a future without food banks is possible. But we can't get there alone, we need your help. Will you play your part?

# Our campaign film

15 second role model film x 3



## Suggested short form post copy:

A future where none of us need to use a food bank is possible, and we all have a part to play in making that future a reality. Together we are thousands and counting. Will you play your part?

## Suggested long form post copy:

A future where none of us need to use a food bank is possible, and we all have a part to play in making that future a reality. There's a clear way forward, and we won't stop until everybody has enough money for the essentials. Together we are thousands and counting. Will you play your part?

# Social assets

1080 x 1080px

## Animated



### Suggested post copy:

A future where none of us need to use a food bank is possible, and we all have a part to play in making that future a reality. Together we are thousands and counting. Will you play your part?

## Static



### Suggested post copy:

Ending hunger in the UK is possible. We know what needs to change and we know how to get there. Together we can right this wrong. But we can't do it alone - we need your help. Will you play your part?

## Static



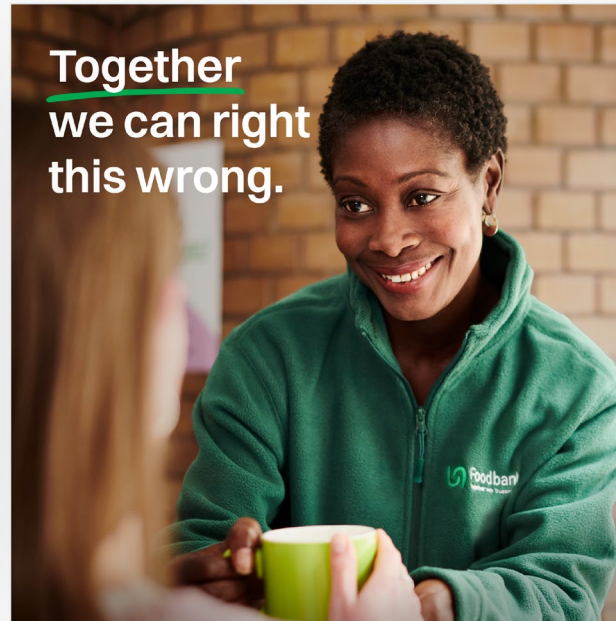
### Suggested post copy:

Ending hunger in the UK is possible. We know what needs to change and we know how to get there. Together we can right this wrong. But we can't do it alone - we need your help. Will you play your part?

# Social assets

1080 x 1080px

## Carousel



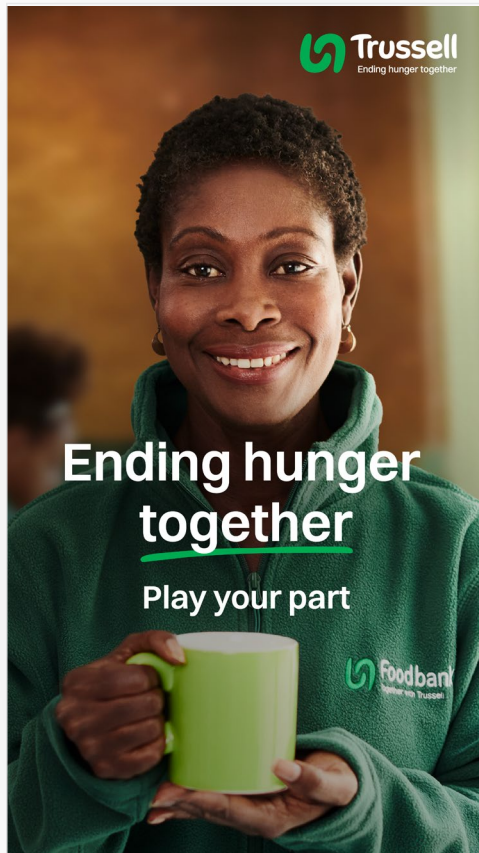
### Suggested post copy:

Ending hunger in the UK is possible. We know what needs to change and we know how to get there. Together we can right this wrong. But we can't do it alone - we need your help. Will you play your part?

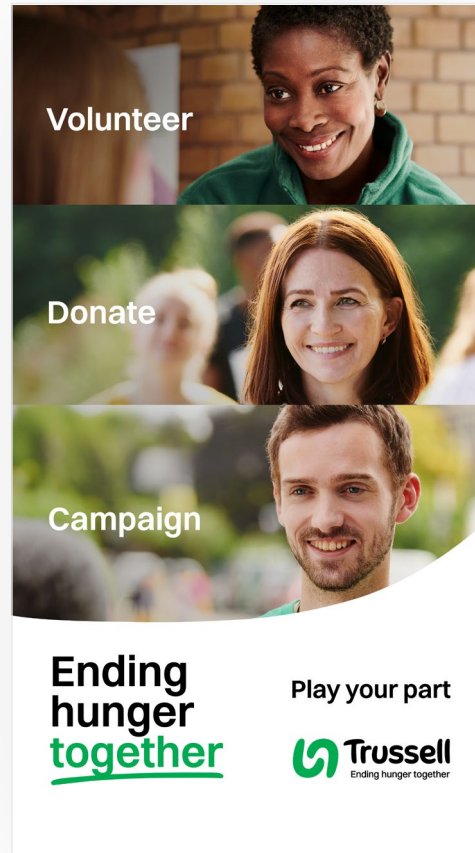
# Social assets

1080 x 1920px

Static



Static



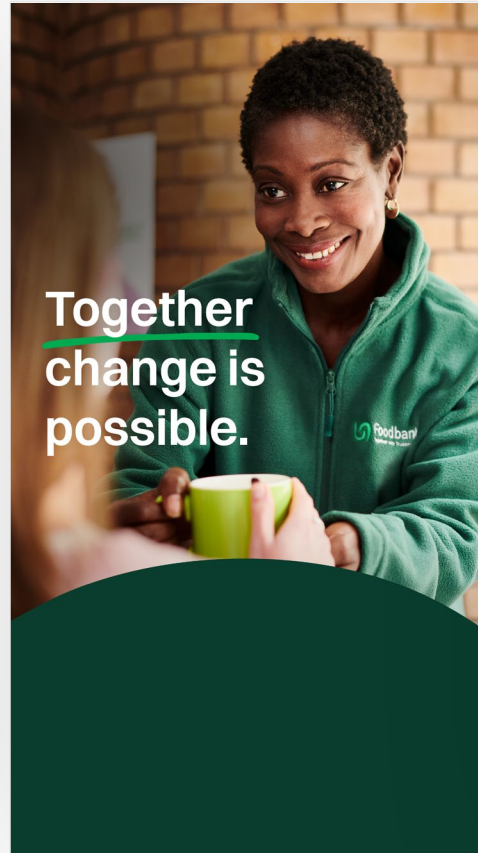
**Suggested link:**

<https://www.trussell.org.uk/play-your-part>

# Social assets

1080 x 1920px

## Carousel



### Suggested link:

<https://www.trussell.org.uk/play-your-part>

# Campaign poster



**Ending hunger together**

Volunteer your time

Donate food or money

Campaign for change

**Play your part at [trussell.org.uk](https://trussell.org.uk)**

Trussell is the operating name of The Trussell Trust a registered charity in England & Wales (1110522) and Scotland (SC044246). Registered Limited Company in England & Wales (5434524).



**Trussell**  
Ending hunger together

## Poster specification

A4 & A3 landscape poster printable PDF

# Other assets

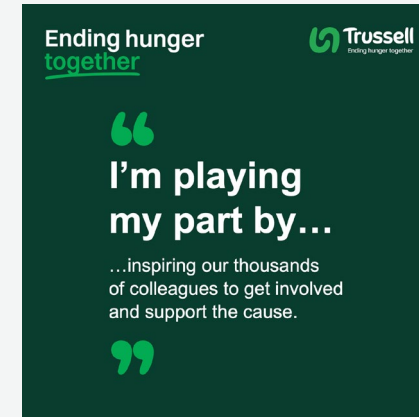
Campaign imagery



Campaign badge



Social post quote templates



Email banner



## Get in touch

Please contact us if you would like to get more involved about the campaign or if you have any questions.

[brand@trussell.org.uk](mailto:brand@trussell.org.uk)