Police Care UK

Show Police You Care

Christmas Appeal

Supporter campaign sharing toolkit



Dear supporter,

Thank you for your interest in sharing our **Show Police You Care Christmas Appeal**. We've created this toolkit to make it quick and easy to share the campaign with your network, to help more people discover the appeal and take action.

Every day, we hear from serving and veteran police, staff, volunteers and their families whose lives have been changed by the lasting impact of a career working in policing. For many, the effects of the job can be felt long after the shift ends, impacting health, relationships, finances and wellbeing for years to come. Behind every story is a person facing challenges most of us never see, whether that's trauma, physical injury, poor mental health, financial hardship, or the struggle of feeling alone after years of service.

As an independent charity, we rely entirely on the generosity of people like you to provide practical, emotional and financial support when it's needed most. This Christmas, can you help show members of the policing community that you care for their wellbeing and appreciate all they have done in service to protect our communities?

Inside, **you'll find our impact stats, ready-to-use social media graphics and suggested copy, a donation QR code and a few posters for other ways to support our campaign. Use whichever resources work best for your channels, social media, email, your workplace or local community to spread the word and encourage support.**

By sharing our appeal with friends, family and colleagues, you'll help raise vital funds and remind those struggling that they are not alone. Every share, conversation and donation helps us provide hope, reassurance and life-changing support to members of the policing community when they need it most. Together we can show the policing community that they are valued, remembered and cared for this Christmas.

With thanks,
Police Care UK

Our impact

Last year, we:

Supported **840 families**

Delivered **5,000+ therapy sessions**

91% of beneficiaries reported an improvement in their lives

Read our **full annual report** to see the impact your support can make.

Police Care UK

Our social media handles

From your account, tag us using **@policecareuk**
(Adding a @tag notifies Police Care UK and gives people a direct link to our profile.)

- **Instagram**
- **Facebook**
- **LinkedIn**
- **X**

Campaign page URL link – **www.policecare.org.uk/christmas**

(Add the hashtags at the end of your caption so people can find and share the campaign.)

#ShowPoliceYouCare #PoliceCareUK #ChristmasAppeal #ThankYou #MentalHealthMatters

Visual assets you can use









Messaging and copy templates

You can use each template as a single post, story or reel to spread the campaign message on Facebook, LinkedIn, Instagram or X. You can also create a direct fundraiser on Facebook or Instagram: when creating your post, select the fundrais Fundraiser *button and search for Police Care UK as your charity of choice.*

Card 1 – Suggested text

This Christmas, while gifts gather under the tree, many in the policing community are living with challenges that can't be wrapped away. With 1 in 5 police experiencing symptoms of PTSD or Complex PTSD, too many are facing the lasting impact of their service alone.

Can you join me in helping **@policecareuk** provide support for those facing physical injury, psychological trauma, or financial hardship?

#ShowPoliceYouCare #PoliceCareUK #ChristmasAppeal



Messaging and copy templates

Card 2 – Suggested text

Every 10 minutes, a police officer is assaulted while carrying out their duties. But the impact doesn't always end when the shift ends.

This Christmas, can you join in to help members of the police community access help and support?

If you can, please donate to **@policecareuk** to support those who are struggling with physical or psychological trauma from their policing role.

#ShowPoliceYouCare #PoliceCareUK #ChristmasAppeal



Messaging and copy templates

Card 3 – Suggested text

This Christmas, while many of us enjoy time with loved ones, our police will be working to keep our communities safe. The impact of policing doesn't always end when a shift does. That's why I'm supporting **@policecareuk** Christmas Appeal to help provide practical, emotional and financial support to members of the policing community facing trauma, injury and hardship.

Please join me in showing our policing community you care this Christmas by making a donation.

#ShowPoliceYouCare #PoliceCareUK #ChristmasAppeal



Messaging and copy templates

Card 4 – Suggested text

For some members of the policing community, difficult memories don't stay in the past.

Trauma can resurface at Christmas, making what should be a joyful time feel overwhelming.

Can you help **@policecareuk** ensure nobody faces those challenges alone?

#ShowPoliceYouCare #PoliceCareUK #ChristmasAppeal



Suggested email text copy

Subject: This Christmas, will you help show police you care?

Hi {Name},

This Christmas, I'm supporting **Police Care UK's Christmas Appeal** - and I'd love your help.

Members of the policing community can live with the lasting effects of trauma, injury and financial hardship long after their service ends.

Last year, Police Care UK **helped 840 families** and **delivered more than 5,000 therapy sessions**. Of those supported, **91% said their life improved** because of the help they received. If you're able to, can you make a donation as a gift of care?

Every gift helps ensure that those who have dedicated their lives to protecting our communities know they are valued and can access vital help and support when they need it most.

For more information about the appeal, visit - **Christmas Appeal - Police Care UK** or to donate now, simply scan the QR code.

Thank you for helping show the policing community that people care.

Best wishes,

{Your Name}



Print Materials



Christmas Appeal poster
Display on noticeboards and in public-facing areas.



Santa in the City poster
Promote the event and recruit participants.



Festive Lottery poster
Encourage people in your network to play our lottery.



Donation QR code
Place in emails or at events and collection points for quick giving.

Police Care UK



Police Care UK is a charity registered in England and Wales (1151322) and Scotland (SC0047767)
Registered office: 600, Woking ONE, Unit 6, Albion House, High St, Woking, GU21 6BG

Registered with FUNDRAISING REGULATOR