**Support during the Squeeze awareness day #SqueezeSupport – Wednesday 29th June Campaign Pack**



During May and June 2022 ACO has been conducting an outreach campaign to key referral and advice organisations working closely with the public to remind these organisations that benevolent/grant-giving charities can offer support to individuals and families struggling to afford essentials and rising costs during the cost of living squeeze.

As part of this outreach campaign, **ACO will be running an awareness day on Wednesday 29th June** showcasing how our members and benevolent charities have been and can assist people during the cost of living crisis and showing how people can find support easily using the Turn2us Grants Search.

**Here are some ways you can get involved on 29th June:**

* Share or adapt one of our suggested Tweets/social media messages below on your social platforms to help us raise awareness of benevolent fund support and the Turn2us Grants Search.
* Use our social media graphics in your posts on the day.
* Share [our video](https://www.youtube.com/watch?v=rwBJhcMQFdU) showing how benevolent charities can help during the cost of living squeeze on your social media channels using the hashtag #SqueezeSupport.
* Share stories, case studies and examples of where your charity has helped assist someone during the cost of living squeeze using the hashtag **#SqueezeSupport** throughout the day.
* Share links to our [campaign landing page](https://www.aco.uk.net/squeezesupport/) and the [Turn2us Grants Search.](https://grants-search.turn2us.org.uk/)
* Use/adapt our template newsletter article about the campaign below to share amongst your audiences your involvement in the awareness day and raise awareness of benevolent fund support across various charities.
* Spread the word about the campaign to any relevant key contacts you feel are relevant.
* Use **#SqueezeSupport** and **#HeretoHelpAlways** on social media to raise awareness of the campaign. You can also include other relevant hashtags people are familiar with such as #CostofLivingCrisis, #EnergyBills or #HeatingOrEating.

**Sample Tweets/social media wording to use (please adapt to suit your tone of voice):**

*Today, charities that give support to individuals and @ACObenevolence members want to remind you that there are hundreds of charities like us who can provide support during the #CostOfLiving Squeeze.*

*Find out more:* [*https://bit.ly/3NeGgox*](https://bit.ly/3NeGgox)

*#SqueezeSupport #HeretoHelpAlways*

*Did you know there are hundreds of charities throughout the UK that can provide free financial support to help with bills and other living costs?*

*Visit grants-search.turn2us.org.uk to find a charity that could provide you with support during the #CostofLiving Squeeze.*

*#SqueezeSupport #HeretoHelpAlways*

*Today, @ACObenevolence and its members are raising awareness of the support benevolent charities can provide to those struggling with rising costs during the #CostofLiving Squeeze to help pay for shopping, bills and more.*

*Find out more:* [*https://bit.ly/3NeGgox*](https://bit.ly/3NeGgox)

*#SqueezeSupport*

NB: remember to tag @ACObenevolence or include #SqueezeSupport so we can easily see and share your posts.

**Template newsletter article**

On Wednesday 29th June the [Association of Charitable Organisations](https://www.aco.uk.net/) (ACO), the umbrella body representing charities who provide support to individuals facing financial hardship, and its [member charities](https://www.aco.uk.net/about-us/our-members/) will be raising awareness of the support benevolent charities can provide to those struggling to afford essentials and rising costs due to the cost of living squeeze as part of their [Support during the Squeeze](https://www.aco.uk.net/squeezesupport/) campaign.

As the cost of living crisis and rising bills threatens to push more people and families deeper into financial hardship, with more struggling to afford general living costs and being unsure of where to turn to get help, ACO and its members wish to highlight that there are hundreds of charities, like us, across the UK that can provide different groups of people with support.

These charities can provide financial assistance in a huge range of circumstances. Some of the most common things benevolent charities can help pay for include:

* Daily living essentials e.g. food shopping, clothes.
* Utility bills
* White goods, home repairs and furniture
* Disability equipment and home adaptions
* School and childcare costs
* Funeral costs
* Repsite breaks
* Debt and insolvency fees

Many benevolent/grant-giving charities can also offer free mental health support, wellbeing services, counselling and more to help people get back on their feet after a challenging time.

**The ACO is also raising awareness that individuals and those working closely with members of the public can use the** [**Turn2us Grants Search**](https://grants-search.turn2us.org.uk/) **to find a charity that they may be eligible to apply for support from.**

Find out more about how benevolent charities can provide support to individuals during the cost of living squeeze by watching [this video.](https://youtu.be/rwBJhcMQFdU)

For more information about the Support During the Squeeze campaign visit [ACO’s website](https://www.aco.uk.net/squeezesupport/) where you can also download materials such as their Guide to Financial Support.

For any questions, please contact ACO at info@aco.uk.net.

**Link to Resources**

Download social media graphics and our campaign video [Here.](https://wetransfer.com/downloads/ad38489d0052d7ecc0dcc159df1209e720220530094711/6bc12770df35f615de8170f2f755069020220530094732/86ed96)

Please note, this link will expire in 7 days – but materials will also be available at [www.aco.uk.net/news-blogs/](http://www.aco.uk.net/news-blogs/).

**Contact**

If you are planning to get involved on 29th June (even in a small way) then please get in touch to let us know, as it would be great to understand which members are joining in on the day and so we can keep an eye on/share your posts!

For more information about the Support during the Squeeze campaign please contact ACO’s Marketing & Communications Manager Hannah Canner hannah@aco.uk.net.