



Shout Crisis Volunteer Ambassador Pack

Introduction and contents

This pack will provide you with information about Shout and give you ideas to help spread the word about the service.

You are all incredible Shout ambassadors, and we are so proud that you are part of our Shout family. We know that many of you want to promote the service in your own communities, which is a great idea! With the help of this pack, you can help us make sure even more people know they can text Shout to 85258 for 24/7 support in a crisis.

A guide to promoting Shout in your community

Promoting Shout in your own communities is a great way to raise awareness of the service and places like local businesses, schools, youth clubs, faith organisations or sports clubs are good starting points.

The background materials in this pack should provide all you need to start conversations. Below we've outlined our key messages to help you feel confident talking about Shout.

Who we are:

Shout is the UK's first free 24/7 text service for anyone in crisis anytime, anywhere. We offer in the moment help for times when life gets overwhelming and you need immediate support. Text Shout to 85258 to be connected to a trained and supervised Crisis Volunteer. It is confidential and free on the major UK networks and won't show up on your phone bill.

We can help with urgent issues such as suicidal thoughts, abuse or assault, self-harm, bullying and relationship challenges.

We have included the following:

- Short guide to help you to promote Shout in your communities
- Shout materials for you to use (pdfs): template general letter, template letter to schools, sample newsletter copy, information pack and posters.
- Shout communication channels

Shout is:

- ✓ A 24/7 text service
- ✓ Support to take you from a hot moment to a calmer place
- ✓ A safe space where you're listened to by a trained Crisis Volunteer
- ✓ Our service is based on a tried and tested model of crisis support
- ✓ Shout Clinical Supervisors work alongside our Crisis Volunteers and monitor conversations 24/7
- ✓ An anonymous, free conversation that won't show on your phone bill
- ✓ Professional support creating a simple plan of action to manage your crisis

Shout is not:

- ✗ Shout is not the emergency services
- ✗ We will contact emergency services if we believe you to be a harm to yourself or others, BUT it is then the judgement of the emergency services as to how and when they respond, once contacted
- ✗ Our Crisis Volunteers don't provide clinical advice
- ✗ It is not a one way process, you won't be told what to do. You will need to work with the Crisis Volunteer to form your plan
- ✗ Shout does not provide therapy or long-term support

Promotional ideas

There are many things you might want to do to raise awareness of Shout in your area. We encourage you to tailor your approach so that it suits the audience you know best. Here are some simple ideas:

Introductory letter/email to an organisation

You might want to contact your local :

- School Head
- GP Practice Manager
- Sports Club Chairman
- CEO/Senior Management team at work.

Put up posters (with consent), leave information pack and upload to newsletters and websites

NB: Please consider the environment if you do print out materials.

Suggested locations are:

- GP surgeries
- Local train stations
- Leisure centre foyers
- Staff newsletters
- School notice boards
- Bulletin boards.

Talks and events

Every community holds different events.

You might like to:

- Arrange to talk to a group of parents/members about Shout at open evenings, new members' events and AGMs
- Have a Shout stand at events.

Share info about Shout on social media

Please do engage with our social media channels - share, retweet, like, comment - and share them with others. They're all great ways to help us maximise our reach and to promote the number.

During key dates, such as World Mental Health Day, we will provide videos and images for you to share on your channels. Please check Hive for all updates.

Don't forget to follow us too!

- Instagram
- Facebook
- Twitter
- #Shout85258

Charity fundraisers

Tip: Specific awareness days throughout the year, like World Mental Health Day, provide a great opportunity to engage people in fundraising activities. Some ideas for these are:

- Selecting Shout as your organisation's chosen charity
- sponsored runs
- cake sales
- mufti days
- charity lunches and end-of-term club dinners.

Key considerations

Before embarking on promoting Shout in your community, we would encourage you to think through the following questions and statements:

- What form of communication or event works best for your target organisation?
- Shout is a service for everyone in the UK, whatever their crisis. It is a charity and whilst we work in partnership with the public and private sector alike, we do not want Shout to be used to endorse any particular products or ideological beliefs.
- Your wellbeing is of paramount importance. Please only commit to voluntary initiatives that you can cope with in the time you have available.
- Please refer to our brand guidelines if you are producing your own materials. You can use our logo in your own materials, but please do not change or stretch the logo, change the colour scheme or superimpose other logos over it.

Shout materials

We have the following materials available for you to download.

You can find all these documents on our website www.giveusashout.org to print out.

We are not able to send you hard copies:

- Logo (with or without 'for support in a crisis strapline')
- 3 posters (1 promoting 85258 and 1 about volunteering)
- Information pack
- Sample general letter and letter for schools
- Text about Shout to use in newsletters
- Shout films



Follow us:

[@giveusashout](https://twitter.com/giveusashout) on Twitter

[@giveusashoutinsta](https://www.instagram.com/giveusashoutinsta) on Instagram

[giveusashoutuk](https://www.facebook.com/giveusashoutuk) on Facebook

For more information:

info@giveusashout.org

shout

CRISIS TEXT LINE |

Dear

I wanted to let you know about Shout, the UK's first free 24/7 crisis text service for anyone in crisis anytime, anywhere. I am a Shout Crisis Volunteer and am passionate about the impact Shout can have. We offer in the moment help for times when life gets overwhelming and you need immediate support. Anyone can text Shout to 8558 anytime, day or night. It is free on the major UK networks and won't show up on a phone bill.

Shout is powered by a team of Crisis Volunteers, supported by expert Clinical Supervisors. Texters text back and forth sharing only what they feel comfortable with and the conversation ends when you both feel you are in a calm place and able to keep yourself safe.

It would be fantastic if we could spread the word about Shout at **[insert organisation name]**. I would be delighted to help with this. We have posters and information pack which we could share, and I have lots of ideas about how to raise awareness. The aim would be to:

- Promote the free text service - **Text Shout to 85258** - and reach as many texters as possible so that no one goes through a crisis alone
- Raise awareness of this unique volunteering opportunity (Crisis Volunteers have to be 18 years old, a UK resident and prepared to undergo some reference checks).

I would love the opportunity to talk to you in a bit more detail and to hear your thoughts. You can find out more about Shout at **www.giveusashout.org** or look at our Instagram feed **@giveusashoutinsta** and twitter **@giveusashout**. I look forward to talking to you soon

Best wishes,

Shout for Schools

I wanted to let you know about Shout, the UK's first free 24/7 crisis text service for anyone in crisis anytime, anywhere. We offer in the moment help for times when life gets overwhelming and you need immediate support. When texters text Shout to 85258, they are connected to a trained Crisis Volunteer, supported by expert Clinical Supervisors.

The service is confidential and free on the major UK networks and doesn't show up on phone bills. We can help with urgent issues such as suicidal thoughts, abuse or assault, self-harm, bullying and relationship challenges.

It would be great if you could promote Shout within your school community. Our service is predominantly used by people under 25 currently, but we support anyone, of any age in the UK.

Every school has a different approach, but here are some suggestions of what you could do in your school to help promote our 85258 text service, as well as volunteering (for over 18s):

- Articles in the school newsletter to promote Shout and our number 85258. You might also encourage parents to volunteer as Crisis Volunteers?
- Use our materials around school to raise awareness of Shout. We have downloadable posters and information pack appropriate for use in primary and secondary schools.
- Promote our website **www.giveusashout.org** and promote us on social media on instagram and twitter.
- Arrange a talk for your staff and the PTA to encourage adults to train as Crisis Volunteers
- Arrange fundraising activities for Shout like mufti days, bake sales and sponsored runs.

We know you will have great creative ideas and we'd love to support you, however it suits your school.

You can find out more about Shout at **www.giveusashout.org** or look at our Instagram feed **[@giveusashoutinsta](https://www.instagram.com/giveusashoutinsta)** and twitter **[@giveusashout](https://twitter.com/giveusashout)**.

Thank you so much for your support and welcome to the Shout community.

Best wishes,

The Shout Team

[Template Newsletter Copy for you to adapt]

A Shout out for Shout – For anyone, whatever their crisis...

We wanted to let you know about an amazing new charity called Shout. It's the UK's first free 24/7 crisis text line, providing support for anyone, anytime, anywhere in the UK, whatever their crisis, for when life gets overwhelming. Anyone can text Shout to 85258 anonymously and it is free on the major UK networks and doesn't show up on a phone bill. It creates a space for people in a moment of crisis, to take them from a hot moment to feeling calmer.

Shout is powered by a team of Crisis Volunteers, supported by expert Clinical Supervisors. Texters text back and forth sharing only what they feel comfortable with and the conversation ends when you both feel you are in a calm place and able to keep yourself safe.

[Organisation name] is proud to champion this fantastic charity. Let us know if you have any ideas about how we can promote Shout internally and externally. You can find out more about Shout at www.giveusashout.org or [@giveusashoutinsta](https://www.instagram.com/giveusashoutinsta) and twitter [@giveusashout](https://twitter.com/giveusashout).