In this guide you’ll find:

- What Sport Relief is all about this year
- A social media guide
- Some handy email and newsletter templates
- How to stay safe online
- Ideas to make your content stand out

SPORT RELIEF 2018

Sport Relief is back! Taking place between 17th and 23rd March, we’d love for you to put on an event to showcase your group’s skills, raise funds and bring the local community together.

This Sport Relief, we’re harnessing the feel-good power of sport and movement to raise money, and tackle the critical issues that prevent people from living happier, healthier, safer lives.

Whether you showcase your skills or try something new – Whatever Moves You, do it for Sport Relief and help change lives.
SOCIAL MEDIA GUIDE

You can use your own channels to gather ideas for a fundraising event, shout about the great work you're doing for Sport Relief and show off the fun you have. Encourage your members to get involved on their own channels too.

On Twitter, we have a dedicated schools and youth page; follow for exclusive competitions and all the latest gossip – @sportreliefsch. Make sure you're using the hashtag #SportReliefYouth2018 and keeping us up to date on all your event activity!

Below are a few examples to help you get started, or change them and make them your own.

Thinking of options for this year’s Sport Relief at [youth group]. We could hold a football, pool or even computer game tournament, and challenge each other to team up and enter for a small amount.

#SportReliefYouth2018

We're planning on putting on the most epic Sport Relief ever! Are there any other local youth groups who want to join us for a mega event?

#SportReliefYouth2018

Now is our time to shine – this Sport Relief we've been challenged to show off our skills and do something good to help change lives. We're thinking of hosting a dance display!

#SportReliefYouth2018

Our Sport Relief plan is to sell tickets and put on a talent night. Whether it’s breakdancing, keepy-uppies or juggling, I bet our [youth group name] has enough skills to wow a crowd!

#SportReliefYouth2018

The money you raise through Sport Relief helps vulnerable people, across the UK and the world, to live happier, healthier and safer lives. How cool is that?

#SportReliefYouth2018

Show off your skills this Sport Relief – here at [youth group name] we're hosting a talent show so come prepared with a skill and show us what you've got!

#SportReliefYouth2018

Today's the day to show 'em how it's done! We're hosting a [insert event name] – don't forget to bring your £1 for tonight's event

#SportReliefYouth2018

Sport Relief is back 17th – 23rd March and we're so EXCITED to be getting involved! Let's get moving!

#SportReliefYouth2018
For group members

**Subject line:** Let’s get moving for Sport Relief!

Have you heard? Sport Relief is back for 2018 and with more ways than ever to get active, raise money and help change lives all over the world, we’ve decided to host a [insert event] and we’d love for you to come and get involved.

Event details:
- Date -
- Time -
- Cost -

Not only is this a great chance to raise money for projects in the UK and internationally, but a [insert event] is an easy way for us to keep fit, have fun and work together.

We can’t wait to see you at the event and do something amazing together and for people around the world. Remember to share photos and thoughts with us on Twitter [@twitter handle] and use the hashtag #SportReliefYouth2018. Follow @sportreliefsch to find out all the amazing things young people are doing for Sport Relief!

For parents

**Subject line:** We’re showing off our skills for Sport Relief!

Sport Relief is back for 2018 and we’re so excited to be involved to raise money for projects in the UK and internationally.

To celebrate our member’s talents, have fun and raise money, we’re hosting a [insert event name and details].

We’d be extremely grateful for any support leading up to the event – your help will make it possible for us to host a successful and enjoyable event! Let us know if you’re available on the day, we will need a hand setting up and packing away, as well as [insert tasks].

Reply to this email or let me know in person if you’d be able to help at all.

If you’d like to know more about the amazing stuff going on for Sport Relief, check out their website here [www.sportrelief.com](http://www.sportrelief.com) or follow @sportreliefsch on twitter for all things youth!
SAFETY ONLINE

When talking about your plans online, it’s important to keep in mind the safety of yourself and group members. Even if your social media accounts are set to private, you can never be certain who will see information about your event and youth group.

Top tips for staying safe online:

- Only post first names; you don’t need to share members full names online
- Make sure you have consent from group members before posting a photo of them
- Make sure group members are comfortable with stories, videos and photos before they’re posted
- Remember that online material can be quickly spread and shared – don’t post anything you wouldn’t be happy to be shared now or further on in the future

HOW TO MAKE YOUR CONTENT STAND OUT

- Post your content at times when people are active online – evenings and weekends are best
- Ask followers to RT, like, share to spread the message
- Make it clear what you’re doing and why
- Speak in your own voice – templates are there for a guide but ultimately, you know how to best speak to your members and contacts

You can use boomerangs, Instagram, polls, live streams, filters and more to make your content really stand out. Be creative, have fun and give us a shout if you need any help!

Sport Relief 2018? Bring. It. On. @sportreliefsch

Sport Relief is an initiative of Comic Relief, registered charity 326568 (England & Wales) and SC039730 (Scotland).