**#WORLDREADY – 1ST NOVEMBER EMAIL COPY**

*Below you’ll find email copy for different audiences, to help you raise awareness amongst your Award Units, Leaders and participants and parents from 1st November.*

*We have also included some mock up designs, to show how you could bring these emails to life. More content is available on request.*

*Please alter this copy as you wish. You are also welcome to translate it into your own language – but please share the translation with us, so we can share it to other NAOs, where required. If you have any questions or need any further information, please email* *brand@intaward.org*

**AWARD UNITS**

***When to send:*** *Any time on or after 1st November*

***Subject Line:*** *We are #WORLDREADY*

***Email Copy:***

***WE ARE #WORLDREADY***

*Join us as we celebrate the Award and shout about the importance of non-formal education for young people around the world.*

As an important member of the Award family, we’re excited to share our brand new global film with you!

<Today / This week / This month>, the Award’s global family launches #WORLDREADY – a campaign which aims to shout about the Award, its inspirational participants and adults who support it as well as the importance of non-formal education in helping to prepare young people for the world.

Check out the brand new film here: <If you have a mail system which allows you to insert the full video, please do, otherwise you could insert a hyperlink to the YouTube video>

**We need your help to spread the word!**

We want to shout about how organisations like yours are helping young people to prepare for their future, by developing universal skills such as resilience, confidence, communication and problem solving.

Please help us to drive greater awareness by:

1. Sharing your Award photos, videos, stories and more, **using #worldready**
2. Share the #WORLDREADY film – you can find this on our social media channels (Follow us on Facebook: @intaward; Twitter @intaward; Instagram @international\_award) and at youtube.com/intaward
3. Using the #WORLDREADY brand as part of the material you use to promote the Award to your students and parents. We have logos, photos, posters, the film and much more! Please speak to us to find out more.

Find out more about the campaign and join the #WORLDREADY discussion at [www.worldready.org](http://www.worldready.org).

**Thank you for your support!**

**Together, we are #WORLDREADY**

**LEADERS**

***When to send:*** *Any time on or after 1st November*

***Subject Line:*** *We are #WORLDREADY*

***Email Copy:***

***Help us shout about*** *<name of the Award in your country>*

As an Award Leader, you’re a big part of the Award family. And today, we’re excited to share our brand new global film with you!

<Today / This week / This month>, the Award’s global family launches #WORLDREADY – a campaign which aims to shout about the Award, its inspirational young participants and incredible adults – just like you - who support them.

Check out the brand new film here: <If you have a mail system which allows you to insert the full video, please do, otherwise you could insert a hyperlink to the YouTube video>

**Help us to spread the word by…**

1. Be part of the global discussion – share your Award story, thoughts, photos, videos and more using **#WORLDREADY** *(make sure if you’re sharing photos of young people that you have permission to use them)*
2. Share the #WORLDREADY film - you can find this on our social media channels (Follow us on Facebook: @intaward; Twitter @intaward; Instagram @international\_award) and at youtube.com/intaward

Find out more about the campaign and join the #WORLDREADY discussion at [www.worldready.org](http://www.worldready.org).

**Thanks for your support!**

**Together, we are #WORLDREADY**

**PARTICIPANTS**

***When to send:*** *Any time on or after 1st November*

***Subject Line:*** *Are you #WORLDREADY?*

***Email Copy:***

***Are you #WORLDREADY?***

***Check out our new film and join the global discussion***

Did you know that there are 1.3 million young people doing the Award in 130+ countries and territories, right now?

<Today/This week / This month> the Award’s global family are launching a new campaign - #WORLDREADY – to shout about the Award and celebrate all the great things that are going on around the world.

Check out the brand new film here: <If you have a mail system which allows you to insert the full video, please do, otherwise you could insert a hyperlink to the YouTube video>

**Get involved…**

*Join us and be part of the global discussion…*

1. Share your Award story, thoughts, photos, videos and more using **#WORLDREADY**
2. Share the #WORLDREADY film - you can find this on social <insert your social channels>

Find out more about the campaign and the #WORLDREADY discussion at [www.worldready.org](http://www.worldready.org).

**Thanks for your support!**

**Together, we are #WORLDREADY**

**EMAIL MOCK UP EXAMPLE**

*We created this simple mock up using canva.com, which is free to charities. You can find logos and banners in the Campaign Toolkit. Alternatively, if you have a mail system such as Mailchimp, you can send it with that, or put it into a standard email.*

