

ST ANDREW'S DAY 2019

STAKEHOLDERS' TOOLKIT



30TH NOV

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'DANCE, SING, PAINT, ACT, BE KIND.'

#WeAreScotland



INTRODUCTION

What is the new Scottish Government St Andrew's Day campaign?



St Andrew's Day is Scotland's national day and is the perfect opportunity for everyone right across the country to come together and celebrate some of the shared values that unite us: kindness and fairness.

This year we are determined to make St Andrew's Day more special than ever before.

That's why, on 30th November, we're encouraging everyone in Scotland to celebrate our national day by doing one kind act that could make someone's day or by supporting a local St Andrew's Fair Saturday event.

If everyone commits to one wee deed, or supports a social cause with St Andrew's Fair Saturday events, we can make a huge difference. After all, even a small act of kindness can have a massive impact on another person's life.

Whether you're a local authority, business, community group or organisation this guide has all the information you need to get involved and inspire your supporters, staff and volunteers to come together to celebrate some of our greatest characteristics.

'TIME FOR AN AUTUMN CLEAN'

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WHAT IS THIS TOOLKIT FOR?

Our campaign launches on 13th November, World Kindness Day, and we would love to have you on board.

To help promote the campaign and encourage those living in Scotland to celebrate kindness and fairness, we have developed a toolkit that includes links to valuable assets and instructions for use. For example, we have pre-formatted images for social media with suggested text to be posted on your relevant social media channels.

This toolkit also includes a series of key messages and text that can be posted on your website and intranet to inform your audiences about the campaign and provide advice on how to proactively make someone's day this St Andrew's Day or get involved in St Andrew's Fair Saturday.

'RIGHT, WHO WANTS A CUPPA?'



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OVERVIEW OF ACTIVITY

'JUST POPPIN' IN TO SAY HI'



In 2018, we launched two initiatives for St Andrew's Day: 'Make Someone's Day' (30th November) and 'St Andrew's Fair Saturday' (1st December).

The 'Make Someone's Day' campaign was focused on encouraging people to consider, plan and carry out a kind gesture on 30th November. Using a highly emotive video of two young teenagers engaging in one kind act, we inspired people across Scotland to commit a simple act of kindness and share their stories to inspire others to do the same.

We also ran the first St Andrew's Fair Saturday campaign – a day devoted to culture, social causes and the celebration of St Andrew's Day.

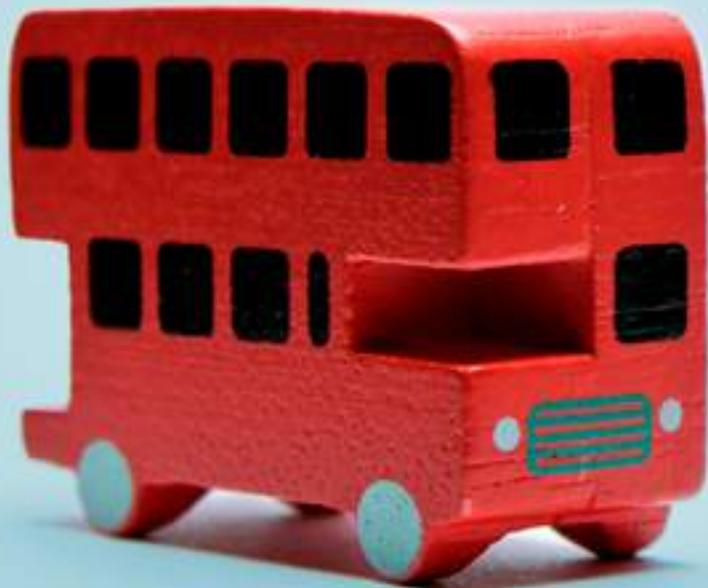
Through a programme of events and activities right across the country, St Andrew's Fair Saturday contributed to the global Fair Saturday movement and the celebration of St Andrew's Day. It was a key component to boost social inclusion and fairness on Scotland's National Day.

This year both events fall on the same day, so our opportunity to really celebrate our shared values of kindness and fairness are even greater! Choose whichever one works best for you or your organisation and get involved in making St Andrew's Day 2019 bigger and better!

HOW TO GET INVOLVED IN #ONEKINDACT THAT COULD MAKE SOMEONE'S DAY?

Scottish people are renowned for their kindness, fairness and inclusivity. That's why we're asking everyone to celebrate our shared values on our national day by carrying out #onekindact and sharing that act on social media with #WeAreScotland. If everyone does one small act this St Andrew's Day, together we can make a big difference and really show that it is the contribution of the many that makes Scotland what it is: one great country.

'THANKS DRIVER!'



To get involved there are three simple steps:

1. Choose your act of kindness – whether it's helping an elderly neighbour or popping into your local food bank with some donations, anyone can make someone's day this St Andrew's Day by creating their own act of kindness – no matter how big or small.
2. Inspire other acts of kindness – share your support and inspire others online by using #onekindact and #WeAreScotland this #StAndrewsDay on social media, and together we can bring the whole country together through our acts of kindness.
3. Let us shout about your work – let us know you are taking part. Please send a short email to sginternational@3x1.com outlining your organisation's plans to commit #onekindact. We're also keen to hear of any exceptional stories of charitable efforts/inspiring volunteers which could be used for media, so please let us know if you have anything to share.

Please also get in touch if you want help in working out what could work for you.

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HOW TO GET INVOLVED IN #FAIRSATURDAYSCOTLAND?

In 2018, Fair Saturday delivered over 1,200 shows in 180 cities, involving more than 10,000 artists, attracting over 200,000 attendees and generating more than €1,000,000 of cultural and social impact all around the globe. Specifically in Scotland, 84 shows were delivered in 26 cities and towns all over the country, involving 990 artists, attracting 12,812 attendees and generating £38,682 for social causes.

This year there are already more than 100 St Andrew's Fair Saturday events taking place across Scotland, and all with plans to raise funds for social causes.

To get involved and join this global initiative there are just three simple steps:

1. Organise an event of your choice. It can be as big or as small as you like and can be anything from music and theatre to dance, photography and cinema.
2. Choose a social cause – all of the shows that take part collaborate with social causes for three main reasons: to publicly acknowledge the work of the organisation, to spread their message and to help contribute funds to the amazing work they do.
3. Let us shout about your work – we will publish your show on the St Andrew's Fair Saturday website and mobile app to promote your show. All you need to do is tell us who you are and what you are planning to do this St Andrew's Fair Saturday. We'd also love for you to join the conversation by using #FairSaturdayScotland and #WeAreScotland when sharing any news on your upcoming event.

To register visit standrews.fairsaturday.org.

#WeAreScotland



CAMPAIGN KEY MESSAGING AND ASSETS

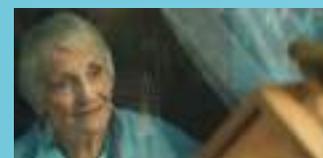
St Andrew's Day Campaign – Key Messages

- Primary message: Scotland is proud to be known for its kindness, fairness and inclusiveness. After all it's the contribution of the many that makes Scotland what it is: one great country. That's why on St Andrew's Day we unite to celebrate these shared values.
- Secondary message: 'Celebrate St Andrew's Day with one act of kindness that could make someone's day or by supporting your local St Andrew's Fair Saturday event'.
- Call to action: Find out more information at onescotland.org

Campaign Assets



Download Social Media assets here



#WeAreScotland



BRANDING GUIDELINES

If you have marketing and PR plans, please use the following guide below on branding.

LOGOS

- You should use the logo relevant to your event e.g. St Andrew's Day logo or St Andrew's Fair Saturday logo. You should aim to use the logo consistently.
- Please contact samantha.crawford@gov.scot if you would like further guidance on using the logos.

HASHTAGS

- Please use **#WeAreScotland** on any content regarding St Andrew's Day that promotes or celebrates Scotland's shared values of kindness, fairness and inclusivity.
- Please use **#onekindact** on any activity that is focused on making someone's day with a simple act of kindness.
- Please use **#FairSaturdayScotland** on any activity that is focused on Fair Saturday events either in Scotland or around the world.
- We would recommend using **#StAndrewsDay** on any content where you have not already specified that you are celebrating our national day on 30th November.

We will be posting content on the following social platforms and would love your support. Please follow us and join in on any conversations regarding St Andrew's Day.

- **Facebook**
- **Twitter**
- **Instagram**

Please note, you aren't expected to use the Fairer Scotland logo.

#WeAreScotland



CONTACT DETAILS

Thank you for helping to celebrate our shared values of kindness and fairness and for playing a key role in making St Andrew's Day even bigger and better this year.

For any further information or support please contact
Samantha.crawford@gov.scot

'SUPPORT YOUR LOCAL EVENTS'

30TH NOV

#WeAreScotland

