



## The Big Lunch 2021

### Month of Community Partner Pack

#### What is it?

The Big Lunch is about celebrating community connections and getting to know one another a little better. This year, there are more reasons than ever to get together as The Big Lunch kicks off a summer of community, friendship and fun with a truly moveable feast!

We're teaming up with good causes across the UK to celebrate summer 2021 with a whole #MonthOfCommunity. This year, you can join in with a Big Lunch when it works for you and your community, whether that's to say cheers to volunteers, connect with your neighbours or simply to say thank you.

The Month of Community runs right through June and into early July. Volunteers' Week, The Big Lunch weekend and Neighbourhood Watch Week are early in the month, with Carers Week, Loneliness Awareness Week, Small Charities Week, Refugee Week, The Great Get Together and Thank You Day all following.

The Big Lunch will kick off on our usual weekend of the 5-6 June but this year we're encouraging people to hold Big Lunches either on that weekend or in support of these events across the summer - so you can pick your own big date to celebrate and hold a Big Lunch when it works best for you.

- Volunteers Week 1-7 June
- The Big Lunch from 5 June
- Neighbourhood Watch Week 5-11 June
- Carers Week 7-13 June
- Loneliness Awareness Week 14-18 June
- Refugee Week 14-20 June
- Small Charity Week 14-19 June
- The Great Get Together 18-20 June
- National Picnic week 19-27 June
- National Cream Tea Day 25 June
- Thank You Day 4 July

We'd love to collaborate with you to amplify all these amazing causes and events to get more people involved and build that sense of community as the nation starts to open back up. Our aim is to bring people together to reconnect, celebrate what's local and help bolster the recovery effort with something that touches everyone.



## How can I take part...?

As June already has community threaded through it, we're inviting organisations, charities, individuals and community groups to support activities and do something in and for their community as part of a campaign month. We want to shine a light on the amazing communities we live and work in and help to spark a summer of re-connection.

The Month Of Community is a collaborative idea, it's open to anyone and everyone to participate in. You can join in by supporting the existing community activities listed above either directly or through The Big Lunch, shout about your own activity and connect in via #MonthOfCommunity on social media, or set up something that works for the community where you live.

You could use The Big Lunch to fundraise, to bring people together or engage people in activities that help make the most of your local area, from clean ups and garden projects to walking groups and art clubs. There are loads of ways you can join in and celebrate your community! The Big Lunch makes it extra easy to get involved with our organiser packs and assets you can share to spread the word.

## How you can help

Please support the #MonthOfCommunity by:

1. Joining in directly and inviting your audience to – with The Big Lunch or whatever works for you and your organisation
2. Spreading the word! You can share our video, graphics and messages across your own social media channels – there are some suggested posts below to help
3. Liking our posts or tagging friends, neighbours and colleagues to help raise awareness
4. Talking to your audiences, friends and contacts about The Big Lunch 2021 and the Month of Community

If you would like to spread the word through your e-news or website, we are more than happy to provide additional content – just get in touch with Claire [ccrook@edenproject.com](mailto:ccrook@edenproject.com) and Lauren [lwebb@edenproject.com](mailto:lwebb@edenproject.com)

## Quick Links

Below are relevant websites, handles and social channels.

**Website:** [www.thebiglunch.com](http://www.thebiglunch.com)

Order your Big Lunch 2021 pack: <https://www.thebiglunch.com/getyourpack>

[Facebook](#)

[Twitter](#)

[Instagram](#)

[LinkedIn](#)

**Handle:** @edencommunities

**#Hashtags** - #TheBigLunch #MonthOfCommunity

## Assets

We have a wide range of assets available and if you have a need that is not listed below please just get in touch with Stevie, our Digital Community Manager at [sgreen@edenproject.com](mailto:sgreen@edenproject.com)

**Films (16:9 version available on request):**

Month of Community Promo Film 1x1 <https://vimeo.com/542107402>

Month of Community Promo Film Wales 1x1 <https://vimeo.com/542117938>

Month of Community – Big Lunch Film 2021 1x1 <https://vimeo.com/542103599>

Month of Community - Big Lunch Film 2021 1x1 Wales <https://vimeo.com/542113767>

**Images** - Example images here, to download images follow this [link](#)





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### Suggested social media posts

Below are a few suggested ideas for social media posts to help make it easy for you to share our Month of Community assets - feel free to add your own!

If you can include an image or a video with your post it will help with audience engagement.

Don't forget to tag **@edencommunities** and include **#TheBigLunch** and / or **#MonthOfCommunity** in your posts where relevant.

Feel free to use (relevant) emojis 😊.

If you have questions or ideas you'd like to chat through about supporting us on social, get in touch with our Digital Community Manager, Stevie: [sgreen@edenproject.com](mailto:sgreen@edenproject.com)

### Facebook

**Post 1:** Our friends @Edencommunities are helping get communities back up and running with the #MonthOfCommunity. Download your free Big Lunch pack and start planning

Click the link to find out more!

**Post 2:** We're supporting @Edencommunities in making #TheBigLunch even more accessible this year. From 5 June you can host your own Big Lunch when it works for you! Check out this film for more details and sign up for your free information pack.

**Post 3:** There are more reasons than ever to get together so this year The Big Lunch is a truly moveable feast. From 5 June @Edencommunities are kick starting the #MonthOfCommunity and are inviting you to host a Big Lunch when it works for you – pick your big date to celebrate!



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## Twitter

**Post 1:** This year there are more reasons than ever to get together and we're excited to hear that #TheBigLunch is kick starting a #MonthOfCommunity from 5 June. Find out more and come and join us!

**Post 2:** Our friends at @edencommunities are inviting the nation to host #TheBigLunch from 5 June as part of a #MonthOfCommunity so we can get communities talking again. We can't wait to join them and hope you will too. Find more information here (link)

**Post 3:** Help the UK stay connected this summer by bringing people together as part of the #MonthOfCommunity – find out more from @edencommunities here (link)



## Instagram

**Post 1:** This year #TheBigLunch is a truly moveable feast running throughout the #MonthOfCommunity so pick your big date to celebrate and bring your community closer together in 2021

**Post 2:** Raise money for something you care about and with #TheBigLunch during the #MonthOfCommunity. Get a free pack with everything you need including fundraising ideas here (link)

**Thank you for your support 😊**