

Dingley's Promise and Comic Relief Project – Communications Guidelines

Logo

Dingley's Promise will use the 'Funded by Comic Relief' logo, in accordance with the 'Funded by Comic Relief Logo Guidelines', alongside the Dingley's Promise logo as shown below within all social media and printed communications specifically relating to the project.

As shown below:



When using the logo on printed material we will accompany it with this statement, in line with the Change Makers Project aims: **Transforming early education for children with SEND by building inclusion**

Key messages of communication

Project name: **Dingley's Promise Comic Relief Early Years Inclusion Project**

Wider context

Dingley's Promise is one of twenty new Comic Relief initiatives involving 46 organisations, spanning all four nations of the UK, over the next five years. With the help of Comic Relief, Dingley's Promise will provide training support to Early Years Practitioners, to improve inclusive practises when working with SEND children.

National reach

With the support of Comic Relief funding, Dingley's Promise are working with 30 local authorities over 5 years to improve education and learning development of inclusive practise of those working with Children with Special Educational Needs and Disabilities.

Impact (including Quotes)

Thanks to the support of Comic Relief's Change Maker Programme we are helping to transform Early Years SEND Education.



Local Authority's said "We want to create a movement with this project. Where all families know that all children are welcome in all services and early years settings"

Providers said "We are uncompromising and non-negotiating about inclusion. This project helps us to achieve our aims of ensuring all our staff follow those principles".

Parents said "I had to give up work because I couldn't find early years provision to support my child, even though I know it's an entitlement. This project is a chance to make sure that doesn't happen to other parents".

Social Media assets

Below are examples of social media templates that may be used to when referring to the project. Template proportions will be optimised for Facebook, Twitter, Instagram etc when needed.

Examples will broadly fall within the following categories:

- Quote/testimonial - Impact
- Statement/Statistics post – National reach
- Image and text posts – Context

See examples below:

The image displays four social media templates for Dingley's Promise. Each template includes the Dingley's Promise logo and the Comic Relief logo. The first template shows a staff member at a computer with the text: "The Dingley's Promise Training Programme receives funding from Comic Relief's new Change Makers initiative to tackle a lack of spaces in the Early Years for children with SEND." The second template features a quote from Catherine McLeod MBE, CEO of Dingley's Promise: "Currently only 19% of local authorities have enough spaces for children with SEND in the early years. This project will build a movement for greater inclusion, and will open up spaces to allow more children than ever before to thrive in the early years." The third template shows a staff member writing with the text: "The Dingley's Promise Training Programme receives funding from Comic Relief's new Change Makers initiative to tackle a lack of spaces in the Early Years for children with SEND." The fourth template shows a child in a toy car with the text: "30,000 practitioners" and "Dingley's Promise will support 30 local authorities to develop their Early Years inclusion strategies and train 30,000 practitioners."

Branding

All social media, graphic design and marketing and communications content will be created in adherence to Dingley's Promise's Brand Guidelines found here: <https://dingley.org.uk/wp-content/uploads/2021/12/Dingleys-Promise-Brand-Guidlines-2021.pdf>

Social Media Handles

Dingley's Promise will tag Comic Relief's relevant social media channels in all social media comms directly referencing the project.

Instagram: @comirelief

Facebook: @comirelief

Twitter: @comirelief

Linked in: Comic Relief

Hashtag Use

A selection of the following #s will be used in social media comms directly referencing the project

#Changemakers

#ComicRelief

#PandemicRecovery

Dingley's Promise regularly uses the following hashtags#, which will appear alongside the Comic Relief #s.

#SEND

#EarlyYears

#EarlyYearsSector

#SupportingFamilies

#Inclusion

#NationalImpact

Logo use requests

The Dingley's Promise Logo and image of Dingley Bear can be used on 3rd party communications and will be supplied upon request from communications@dingley.org.uk

