

DEC Corporate Content – Turkey-Syria Earthquake Appeal

Content Collections

[Appeal Film](#) & Image collection

Please see below suggestions for how you can support the appeal:

Customer or Client Communications

Use the [key messaging](#) to put together a call-to-action for your customers, clients and viewers to support the appeal using the [hero image](#). Share this message within your communications channels.

Text donation

Share the text-to-donate message - 'text TOGETHER to 70787 to donate £10' to support the DEC Turkey-Syria Earthquake Appeal - and share this with your employees, customers, viewers, or clients – *please speak to the DEC if you would like a bespoke text code*.

Within Branches or Stores

Use the appeal film to reach customers visiting or shopping within your branches and stores. This could be played on screens in common areas or in branch or store. You could also put up [posters](#).

Senior Leadership post on LinkedIn

Ask senior leaders or stakeholders to write a message on your contribution / support of the appeal and share the appeal message with their networks. – you can find [case for support](#) and [key messages](#).

Innovative Experience

Use opportunities provided by your business operations – for example, share the campaign within an app, or at check-out display screens.

Employee Communications

Set up a fundraising page with the appeal messaging to direct employees who wish to make a donation. Should you wish to, you could also match their donation and have double the impact on the appeal. Please see [messaging template](#)

Corporate donation

Make a donation to the appeal. Or ask employees, customers and key stakeholders to make a donation which you will in turn match.

Set up a Fundraiser

If you would like to set up a fundraising page – please see the enthuse page - [DEC Turkey-Syria Earthquake Appeal](#)

Website

Using a banner on your website to amplify the appeal to your customers, clients and service users. You could direct them to the [DEC appeal page](#) or use a customized call-to-action such as a text code or in your app.

Share on Social Media Channels

Like, Share or Retweet appeal messaging via your company social media channels. The DEC will be posting regularly to raise the profile and awareness of the appeal. DEC [Twitter](#), [Facebook](#), [Instagram](#) & [LinkedIn](#)