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Promoting The Big Lunch and The Big Jubilee Lunch 2022: Toolkit for Faith Groups

[The Big Jubilee Lunch](#) will bring millions of people together over the bank holiday weekend 2-5 June 2022 and we'd love your help to spread the word! Please use the sample text and social media posts in this Toolkit, and the other [marketing assets](#) online, to promote the campaign through your newsletter, website, emails and social media channels.

In 2021, **nine million people took part** and a massive **£7.4million was raised at Big Lunch events**. So, if you're looking for new fundraising ideas, this could be just the event for you too!

About The Big Jubilee Lunch and The Big Lunch 2022

- [The Big Lunch](#) is an idea from the Eden Project made possible by the National Lottery
- Since starting in 2009, it has brought millions of people together across the UK to celebrate with neighbours and community - annually on the first weekend in June
- This year is special as [The Big Jubilee Lunch](#) is part of the official celebrations for HM The Queen's Platinum Jubilee weekend - 2-5 June 2022
- [The Big Lunch](#) will also once again kick start a whole [Month of Community](#)
- The campaign is part of [Eden Project Communities](#) – a year-round programme that encourages and empowers people to make positive changes where they live.

Assets

Marketing assets can be found [here](#). Keep an eye, as we add more tools (**Credit @edencommunities**)

Get in touch: 0800 022 3357 / communities@edenproject.com

Keep up-to-date with all things Big Lunch on social media using the Hashtags:

#TheBigLunch

#MonthOfCommunity

#TheBigJubileeLunch

Follow us on [Twitter](#) | [Facebook](#) | [Instagram](#)



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Sample newsletter/editorial copy

Long version:

Raise spirits and funds this summer with The Big Jubilee Lunch!

Each year, [The Big Lunch](#) brings millions of people together across the UK to celebrate with neighbours and community on the first weekend in June.

This year is extra special as [The Big Jubilee Lunch](#) is part of the official celebrations for HM The Queen's Platinum Jubilee weekend - 2-5 June 2022 - and [The Big Lunch](#) will once again kick start a whole [Month of Community](#).

A Big Lunch can be anything from a small gathering in a garden, park or driveway, to a bigger bash, with trestle tables down the middle of the street!

Join in with [The Big Lunch](#) or [The Big Jubilee Lunch](#) and the [Month of Community](#) across June as we say cheers to volunteers, connect with our neighbours and support great causes.

There are more reasons than ever to get together this year, and a whole summer to party!

Get your free pack, full of inspiration, tips and ideas at: www.thebigjubileelunch.com

Short version:

Raise spirits and funds this summer with The Big Jubilee Lunch!

Each year, [The Big Lunch](#) brings millions of people together across the UK on the first weekend in June. This year is extra special as [The Big Jubilee Lunch](#) is part of the official celebrations for HM The Queen's Platinum Jubilee weekend - 2-5 June 2022 - and [The Big Lunch](#) will once again kick start a whole [Month of Community](#). So, there are more reasons than ever to get together this year, and a whole summer to party!

Find out more and get your free pack at www.thebigjubileelunch.com



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Sample social media posts



Facebook Post 1:

Each year, [The Big Lunch](#) brings millions of people together across the UK on the first weekend in June. This year is extra special as [The Big Jubilee Lunch](#) is part of the official celebrations for HM The Queen's Platinum Jubilee weekend - 2-5 June 2022! Fancy raising spirits and funds this summer?

Find out more and get your free pack at www.thebigjubileelunch.com

Post 2:

[The Big Lunch](#) is the best way to bring your community together. Join millions of people across the UK to get to know one another a little better this summer. You can join in the fun on The Big Lunch weekend from 2-5 June or get your party started throughout the [Month of Community](#).

Get your FREE pack here:
www.thebiglunch.com



Twitter Post 1:

Fancy raising spirits and funds this summer? Get together with your [#neighbours](#) and [#community](#) with a [#BigJubileeLunch](#). Join in on [#TheBigLunch](#) weekend from 2-5 June 2022, or throughout the [#MonthofCommunity](#) Find out more & get your free pack www.thebigjubileelunch.com

Post 2:

[#TheBigLunch](#) is the best way to bring your [#community](#) together! Join in the fun on [#TheBigLunch](#) weekend from 2-5 June or get your party started throughout the [#MonthOfCommunity](#). Find out more & get your free pack www.thebiglunch.com



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Instagram Post 1:

Each year, [The Big Lunch](#) brings millions of people together across the UK on the first weekend in June. This year is extra special as [The Big Jubilee Lunch](#) is part of the official celebrations for HM The Queen's Platinum Jubilee weekend - 2-5 June 2022! Fancy raising spirits and funds this summer?

Follow @edencommunities to find out more.

#community #neighbours #thebiglunch #thebigjubileelunch

Post 2:

The Big Lunch is the best way to bring your community together! Join millions of people across the UK as we get to know one another a little better this summer. There are more reasons than ever to celebrate together - join in the fun on The Big Jubilee Lunch weekend from 2-5 June or get your party started throughout the Month of Community.

Follow @edencommunities to find out more.

#community #neighbours #thebiglunch #thebigjubileelunch #MonthOfCommunity



[Nextdoor](#), one of our partners, is a great engagement tool for faith groups. The platform is simple to use and allows you to communicate directly with residents in your area, no need to gather likes, or followers.

Nextdoor Post:

Subject Line: Are you joining The Big Lunch or The Big Jubilee Lunch this year?

Main body:

Each year, [The Big Lunch](#) brings millions of people together across the UK on the first weekend in June. This year is extra special as [The Big Jubilee Lunch](#) is part of the official celebrations for HM The Queen's Platinum Jubilee weekend - 2-5 June 2022! Fancy raising spirits and funds this summer?

Find out more and get your free pack at www.thebiglunch.com

If you're organising an event, we'd love to hear about it! Get in touch *(add your contact details)*

[The Big Jubilee Lunch – graphic for Nextdoor](#)

[The Big Lunch – graphic for Nextdoor](#)



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The Big Impact

Stats and infographics showing the difference The Big Lunch has made to communities and neighbourhoods across the country available [here](#)

The following awareness days and weeks form part of the [Month of Community](#):

- Thank You Day
- Volunteers Week
- The Big Lunch
- Neighbourhood Watch Week
- Carers Week
- Loneliness Awareness Week
- Refugee Week
- Small Charity Week
- The Great Get Together