

#KeepTheLifeline



Keep The Lifeline

DIGITAL TOOLKIT

This October, the UK government are planning a devastating cut to Universal Credit by £20/week for people most in need. Join us and thousands of others to mobilise MPs to stop the cut.

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OUR MISSION

1.2m people across the UK fear they will be forced to skip meals as the UK government plans to cut Universal Credit payments by £20 a week this October. We are asking the UK government to reconsider and stop the cut, which could push families through the doors of food banks should it go ahead.

The Trussell Trust, which supports a nationwide network of more than 1,300 food bank centres, is part of a coalition of more than 100 other charities urgently calling on the UK government to stop the cut as part of the [Keep the Lifeline campaign](#).

Our social security system should protect people at risk of being pulled into poverty, and be strong enough to pull people out. But the UK government is planning to make the biggest overnight cut to benefit payments since the modern welfare state began. For the average person on Universal Credit, the cut represents a loss of 13% of income, and for some families the figure will be as high as 21%. Families who worry about putting food on the table, day in and day out. Families who are already caught in impossible situations where their only option is to either feed their children or heat their home. Families who are nearly at breaking point but just about managing to keep their heads above water.

That's why we're saying this October, the UK government must choose to protect people when they need support, not cut them adrift. Choose a social security system that helps people afford the basics in life – like food. Choose to keep the lifeline.

MORE ABOUT OUR CAMPAIGN



New research conducted by YouGov on behalf of the Trussell Trust has found 1.3m people fear being unable to afford to heat their homes this winter when the cut hits.

Worryingly, 11% surveyed representing 670,000 people, say it's very likely they won't be able to afford to switch on their oven to cook food after the cut. Over 900,00 people say they are very likely not to have enough money to travel to work or make essential trips such as medical appointments.

We need to be as vocal as possible if we want the UK government to change direction and it is only with a huge amount of public pressure that we will be successful. We have a small window of opportunity before October to try and protect over a million more people from being swept into poverty.

HOW TO SUPPORT US

- 1) Email your MP [using our online form](#)
- 2) Follow us on social media and share our posts
- 3) Share your own posts using the hashtag #KeepTheLifeline (you can find ready-made social posts & [assets](#) on p6-11)
- 4) Take part in our #20QuidCan campaign by uploading a selfie with a £20 note, sharing what it could mean each week to you or someone in need (more info on p12-14)

FOLLOW US



[Facebook](#)



[Twitter](#)



[Instagram](#)



[LinkedIn](#)

Then SHARE & TAG US!

SOCIAL MEDIA ASSETS

CAMPAIGN VIDEO

[Download the video here.](#)

Or click on the images to view and download from its location on Google Drive.

THIS OCTOBER THE
UK GOVERNMENT
IS GOING TO CUT
UNIVERSAL CREDIT
BY £20 A WEEK



IT WILL BE
THE BIGGEST
OVERNIGHT CUT
TO SOCIAL SECURITY
SINCE WORLD WAR II



IT COULD FORCE
EVEN MORE PEOPLE
TO FOOD BANKS



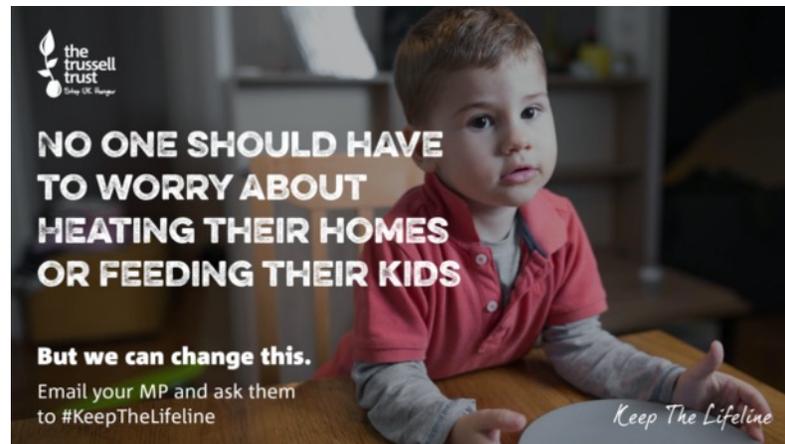
USE YOUR VOICE
TO HELP
KEEP THE LIFELINE

SOCIAL MEDIA ASSETS

TWITTER GRAPHICS

Click on the images to view and download them from their location on Google Drive.

[More images available here.](#)

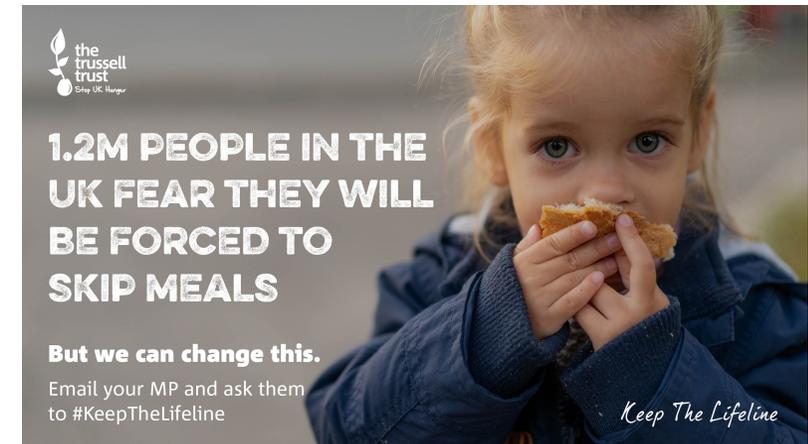


the trussell trust
Stop UK Hunger

NO ONE SHOULD HAVE TO WORRY ABOUT HEATING THEIR HOMES OR FEEDING THEIR KIDS

But we can change this.
Email your MP and ask them to #KeepTheLifeline

Keep The Lifeline



the trussell trust
Stop UK Hunger

1.2M PEOPLE IN THE UK FEAR THEY WILL BE FORCED TO SKIP MEALS

But we can change this.
Email your MP and ask them to #KeepTheLifeline

Keep The Lifeline

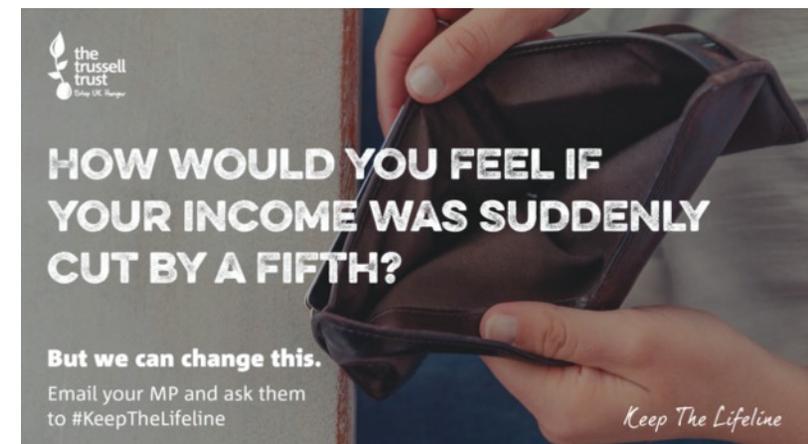


the trussell trust
Stop UK Hunger

ACT NOW TO STOP THE LARGEST EVER OVERNIGHT CUT TO SOCIAL SECURITY

But we can change this.
Email your MP and ask them to #KeepTheLifeline

Keep The Lifeline



the trussell trust
Stop UK Hunger

HOW WOULD YOU FEEL IF YOUR INCOME WAS SUDDENLY CUT BY A FIFTH?

But we can change this.
Email your MP and ask them to #KeepTheLifeline

Keep The Lifeline

SOCIAL MEDIA ASSETS

INSTAGRAM GRAPHICS

Click on the images to view and download them from their location on Google Drive.

[More images available here.](#)



SUGGESTED SOCIAL MEDIA POSTS

TWITTER

TWEET 1:

How would you feel if your income was cut by 1/5?

The govt are planning to cut #UniversalCredit by £20/week in Oct. This would force even more people into a #foodbank.

I'm standing with @TrussellTrust to #KeepTheLifeline.

👉 Act NOW by emailing your MP: bit.ly/3AfFtNh

TWEET 2:

The only thing standing between me and #UniversalCredit is luck.

I'm standing with @TrussellTrust and opposing the UK govt's plan to cut their support by £20/week in October.

Please email your MP now & ask them to #KeepTheLifeline 👉 bit.ly/3AfFtNh

TWEET 3:

We have a crisis on our hands!

I'm joining @TrussellTrust to oppose UK govt's plan to cut #UniversalCredit for people in our communities just as winter sets in.

Email your MP today & ask them to #KeepTheLifeline 👉 bit.ly/3AfFtNh

SUGGESTED SOCIAL MEDIA POSTS

INSTAGRAM

POST 1:

The clock is ticking! We need the government to make a U-turn on their plans to cut #UniversalCredit this October.

The planned £20 per week cut could mean 1.3 million people would struggle to heat their homes this winter.

Join me in standing with @TrussellTrust to stop the cut:

✉️ Email your MP asking them to #KeepTheLifeline

📣 Share your Universal Credit story or amplify someone else's using #20QuidCan

💬 Spread the word with friends and family.

POST 2:

This October, the government plan on cutting #UniversalCredit by £20 a week.

This could mean 1.3 million people would struggle to heat their homes this winter.

We need to come together and show the same empathy and compassion for our communities as we have done for the past 18 months.

Join me & @TrussellTrust in opposing the cut by emailing your MP ask that they #KeepTheLifeline for the people who might otherwise sink.

Head over to @trusselltrust & click the link in their bio to email your MP.

SUGGESTED SOCIAL MEDIA POSTS

FACEBOOK / LINKEDIN

POST 1:

The clock is ticking! We need Boris Johnson to make a U-turn on his plans to cut #UniversalCredit this October.

As winter sets in and the furlough scheme ends, our government plan to cut adrift the people most in need by reducing Universal Credit by £20 a week - that's £1,040 a year.

For many households across the UK, that'll mean sleepless nights spent worrying about how to afford meals for children, or bus tickets to job interviews. #20QuidCan make a huge difference

Join me in standing with @TrussellTrust to stop the cut:

✉ Email your MP asking them to #KeepTheLifeline

📣 Share your Universal Credit story or amplify someone else's using #20QuidCan

💬 Spread the word with friends and family.

POST 2:

We have a crisis on our hands!

In October the UK government plans to cut support for people most in need by £20 a month. If this cut goes ahead, 1.3 million people fear they won't be able to afford to heat their homes this winter.

We live in one of the richest countries in the world. This is unacceptable.

@TrussellTrust are calling on people in the UK to email their MP. Let them know how strongly you feel that compassion and support are more essential than ever after the past 18 months.

Join me in emailing your MP today to tell our Government to #KeepTheLifeline ✉
<https://bit.ly/20quidcan>

The background is a solid orange color with a repeating pattern of white line-art icons. The icons include various food items like bread, bottles, cans, fish, and produce, as well as clothing items like shirts, hoodies, and underwear.

TAKE PART IN OUR #20QUIDCAN CAMPAIGN

We're inviting people with or without experience of Universal Credit to show the government just how much £20 a week is...

Upload a selfie
with a £20 note
to your social
channels using
#20QuidCan and
#KeepTheLifeline

For the caption, here's what
to include...



Tell us....

If you have experience of Universal Credit:

Tell us what the £20 cut would mean to you and show the government why they must choose to protect people, not cut them adrift. It could be heating your home for the month, or the monthly food shop for the family, or your bus fare to work.

Make sure to tag us (@trusselltrust) and use the hashtags #20QuidCan and #KeepTheLifeline so we can see it.

Here's some examples:

"#20QuidCan pay for my bus ticket to work each week. Without that, I wouldn't be able to get to work and I'd worry I'd lose my job. We need to #KeepTheLifeline so we can continue building ourselves up, not fall behind."

"#20QuidCan pay for my heating or eating! The cut would have a dramatic effect on my life and my mental health."

"I work full-time but my salary and child maintenance is not enough to cover all the bills and pay for the food. #20Quidcan pay for my diesel for a month and if I can't put diesel in the car I cannot go to work. We do not choose to need Universal Credit, it happens for a multitude of reasons, but for all of us, that £80 a month reduction will have a huge negative impact."

If you don't have experience of Universal Credit:

Share your selfie and use our ready-made social posts to amplify the campaign! Make sure to tell your friends & family that they need to help Keep The Lifeline too.

Make sure to tag us (@trusselltrust) and use the hashtags #20QuidCan and #KeepTheLifeline so we can see it.

Here's some examples:

"#20QuidCan be the difference between a family having more than 1 meal a day, or going to bed hungry. We need to #KeepTheLifeline so we can keep the security & stability that we have built for people over the pandemic."

"People losing £80 a month would have a huge negative impact. #20QuidCan pay for toiletries, food and nappies. If the cut went ahead, people will struggle and will have no option but to turn to food banks. We need to #KeepTheLifeline."

ADDITIONAL MESSAGING

Here's some key messaging you can use in your social posts to help communicate the urgent need to stop the cut to Universal Credit:

Key messaging

- This is the biggest overnight cut to social security since World War II
- How would you feel if your income was suddenly cut by a fifth?
- Bills are going up, winter is coming & families can't afford the basics
- 1.2m people in the UK fear they will be forced to skip meals
- We live in one of the richest nations on the planet; nobody should need to skip meals or go to bed hungry.
- Good luck is all that separates many of us from needing Universal Credit or a food bank.

Additional messaging and statistics

- As furlough ends and redundancies potentially rise, let's not permit the UK government to take £20 a week from the people in our communities who need it most.
- Nearly 3 in 4 people who need food banks have a health issue or live with someone who does.
- 1.3m people are unable to afford to heat their homes this winter
- 1.4m people have gone without basic toiletries because they couldn't afford it
- 77% of people currently claiming Universal Credit are struggling to pay bills
- In one month 1.9m had more than one day where they didn't eat at all, or only had one meal
- 700,000 people say its 'very likely' they won't be able to cook food because they can't afford to use the oven
- Over 900,000 people say they very likely wouldn't have enough money to travel to work or for essential appointments on public transport.

GET IN TOUCH

Please contact us if you would like to get more involved in the campaign, would like to have more information or would like to get in touch regarding a news story.

Please direct all enquiries to: keepthelifeline@trusselltrust.org

You can find more information about Keep The Lifeline at www.trusselltrust.org/keepthelifeline





**the
trussell
trust**

Stop UK Hunger

THANK YOU