

IMPOSSIBLE DECISIONS

DIGITAL TOOLKIT

As food and energy prices soar, families across the UK are struggling to afford the essentials. Enough is enough. No one should have to roll the dice on their lives.

CONTENTS

- **OUR MISSION**
- **CAMPAIGN OVERVIEW**
- **HOW YOU CAN HELP**
- **THE DICE PACK AND HOW TO PLAY**
- **SOCIAL MEDIA POST**
- **SOCIAL MEDIA ASSETS**
- **GET IN TOUCH**

OUR MISSION

The Trussell Trust is a network of community food banks and together we provide emergency support and advice to people who can't afford the essentials.

But **emergency food is not a long-term solution to hunger** - and **it's not right that any of us are being forced to turn to charity to survive.**

As food and energy prices soar, families across the UK are struggling to afford the essentials.

We want to work with you to build awareness and empathy for people facing impossible decisions, such as heating or eating.



CAMPAIGN OVERVIEW

‘No one should have to roll the dice’ is an online campaign led by the Trussell Trust to highlight the impossible decisions many people are facing right now.



As the cost of living crisis worsens, people with the least are being hit the hardest.

Faced with impossible decisions and unrelenting pressure, people across the country are left with no option but to roll the dice.

Skip meals, turn off heating, miss bill payments.

No one can control the dice; the more times you're forced to roll, the more pressure you're under.

Many find it hard to imagine what that would be like.

By inviting them to throw the dice themselves, you can better put yourself in the shoes of people facing serious hardship.

No one should have to roll the dice.

HELP SPREAD THE WORD

Let your followers know the impossible decision you faced when you rolled the dice, and that enough is enough – no one should have to face these impossible decisions.

Below are suggested posts for you to share to raise awareness around this campaign, but feel free to write and share your own if you'd prefer.

1. Having to decide between [food]* or [heating]* isn't just difficult, it's impossible.

I'm standing with @trusselltrust to say that enough is enough. No one should have to roll the dice and face these decisions.

Will you stand with me? 👉 trusselltrust.org/dice
2. No one should have to decide between [rent] or [heating].

I'm standing with @trusselltrust to say that enough is enough. No one should have to roll the dice on their lives.

Will you stand with me? 👉 trusselltrust.org/dice
3. As #CostOfLiving worsens, people are forced into impossible decisions such as [clothing] or [heating].

This isn't right.

I'm standing with @trusselltrust to say that enough is enough. No one should have to roll the dice on their lives.

Will you stand with me? 👉 trusselltrust.org/dice

***Replace these with the impossible decisions you were given on the dice.**

OTHER WAYS TO SUPPORT US

- 1) Ask your MP [using our online form](#) to call on the Chancellor to urgently strengthen our social security system and bring benefits in line with the true cost of living.
- 2) Follow us on social media and share our posts.
- 3) Share your own posts to raise awareness of the impossible decisions that people are forced to make. Don't forget to tag @trusselltrust so we can see it!

FOLLOW US



[Facebook](#)



[Twitter](#)



[Instagram](#)



[LinkedIn](#)

Then SHARE & TAG US!

SOCIAL MEDIA ASSETS

CAMPAIGN VIDEO

[Download the videos here.](#)

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



SOCIAL MEDIA ASSETS

SQUARE GRAPHICS

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

[More images available here.](#)

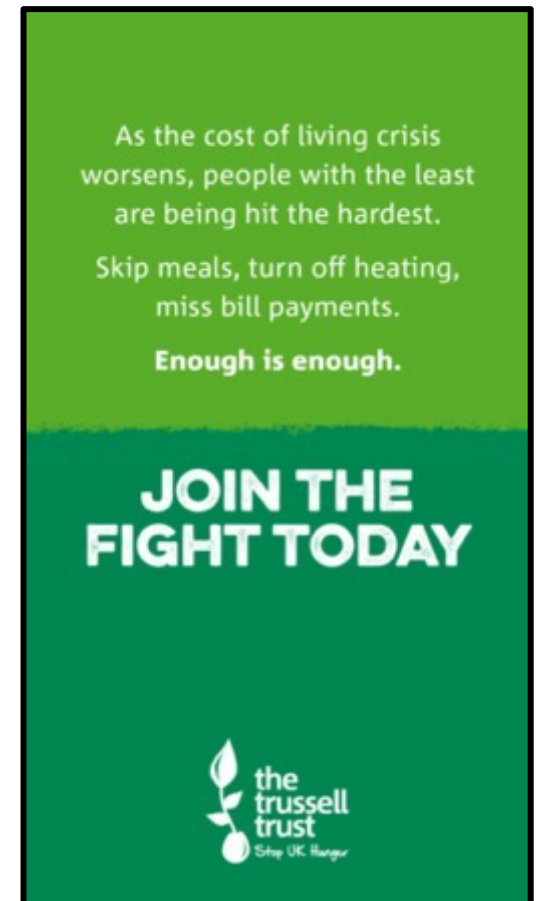


SOCIAL MEDIA ASSETS

PORTRAIT GRAPHICS

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

[More images available here.](#)



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: hannah.mcculloch@trusselltrust.org

You can find more information about Impossible Decisions at www.trusselltrust.org/dice

THANK YOU

