



Welfare Support campaign toolkit

Welfare Support Campaign

Campaign Background

We may be seeing some light at the end of the tunnel but there's no getting away from the fact that Covid-19 has changed all our lives and left many struggling to cope financially.

However, no-one needs to struggle alone. Help and support is available to anyone in need across Fife from Fife Council and its partners.

Fife Council is currently working on a phased general welfare support communication campaign

Help with... to raise awareness about the help they and their partners can provide across the following areas:

Money and Benefits (inc. debt)

Food

Covid

Health and Wellbeing

Jobs

Housing and Homelessness

What is our aim?

We are trying to reach out to Fife residents to let them know/encourage them to get the help they need if they're struggling.

What are we asking you to do?

We would be delighted if you could support this campaign by:

- putting up posters
- making leaflets available
- using the suggested article in your newsletters
- posting on social media using the suggested content, graphics and animation
- or sharing our social media posts and promoting the website **www.fife.gov.uk/moneyadvice**

Key messages

- Help is available with...
- It's easy to get help – online or over the phone – with...
- It's ok to ask for help with...
- Don't be afraid to ask for help with...

Phase 1 of campaign

Help with... Money & Benefits

The campaign will run throughout 2021 and starts with the Help with Money & Benefits theme. We will continue to update this toolkit as and when the next phases become live.

Sharing campaign messaging

The following campaign assets are available for you to share and display. They can be downloaded by clicking **HERE** or click on each asset title.

A4 poster (with bleeds)

You can also adapt the file to include your own logo. Please do not change any other messages.

A4 poster

You can also adapt the file to include your own logo. Please do not change any other messages.

Z-fold leaflet (with bleeds)

Credit card sized leaflet

Z-fold leaflet

Credit card sized leaflet

Help with... Fife

Money and Benefits

Rent
03451 55 00 44
www.fife.gov.uk/rent

Universal Credit/benefits
Call 07432 609475
www.fife.gov.uk/universalcredit

Council Tax
Call 03451 55 11 55
www.fife.gov.uk/counciltaxhelp

Debt Citizens Advice and Rights Fife (CARF)
0345 1400 094
www.cabfife.org.uk

Heating your home Cosy Kingdom
01592 807930
www.fife.gov.uk/heatingadvice

Crisis grants
0300 555 0265 9am-2.30pm Monday-Friday
www.fife.gov.uk/crisisgrants

Don't struggle alone ...Get in touch

It's ok to ask for help

More advice is available at
www.fife.gov.uk/moneyadvice

Help with... MONEY

Many people across Fife are struggling with their day-to-day finances. This leaflet is for anyone who would like help with money. If you aren't sure where to turn, there are a number of organisations who can help. You are not alone.

Citizens advice & rights fife (CARF)
CARF provides people in Fife with free expert information, advice and assistance on a wide range of topics including benefits and debt.
www.cabfife.org.uk
Financial Health Check Helpline: 0800 085 7145
Welfare & Benefits: 0345 1400 095
Money Advice: 0345 1400 094

Fife Council
Fife Council provides information and support on managing your benefits, help to find work and living on a budget, including help with understanding your rent and council tax obligations.
www.fife.gov.uk/moneyadvice
Benefits & Council Tax: 03451 55 11 55
Money & Payments: 03451 55 00 44

Money advice service
The Money Advice Service offers free and impartial money advice on debt and borrowing, homes and mortgages, budgeting and savings, work and benefits, retirement and insurance.
www.moneyadvice.service.org.uk
Tel: 0800 138 7777

COSY KINGDOM
Having trouble with your energy bills? Cosy Kingdom is a free and impartial energy and debt advice service available to all tenants and homeowners across Fife.
Text 'COSY' and your name to 88440
www.cosykingdom.org.uk
Tel: 01592 807930

Credit Unions
Credit Unions are community savings and loan cooperatives available to everyone. They operate with three main aims: to provide loans at low rates; to encourage all members to save regularly; and to help members in need of financial advice and assistance.
www.fifecreditunions.org.uk
Tel: 01592 760739

CONDUIT SCOTLAND
Conduit Scotland is a not for profit community lender offering fast, fair, flexible and affordable loans from £100-£1000, to people in financial crisis and excluded from mainstream lending.
www.conduitscotland.com
Dunfermline: 01383 66 84 78
Kirkcaldy: 01592 80 87 48



Static images for Facebook

1080px x 1080px



Fife Council

22 March at 17:02 · 🌐

Debt

Did you know that Citizens Advice and Rights Fife (CARF) provides free help and advice if you're struggling with debt? Visit www.cabfife.org.uk or call 0345 1400 094.

Council Tax

It's ok to ask for help if you can't pay your council tax. Fife Council can help get you back on track. Call 03451 55 11 55. It's easy to find out if you're entitled to a reduction ... [See more](#)



Help with...

Money and Benefits



FIND
OUT
MORE



FIND
OUT
MORE



FIND
OUT
MORE



FIND
OUT
MORE



FIND
OUT
MORE

Click [HERE](#) to download Facebook images

Social media text

Suggested copy for social posts to download and edit.



Hashtags

Please share using the following hashtags where appropriate:

#OurFife
#OurKirkcaldy
#OurCowdenbeath
#OurDunfermline
#OurSWFife
#OurGlenrothes
#OurNEF
#OurLevenmouth
#FairerFife
#HelpinFife

Click **HERE** to download Twitter images



Static images for Twitter

1920px x 1080px



Animation

Short animation to download for use on social and web.



Suggested web text

We may be seeing some light at the end of the tunnel but there's no getting away from the fact that Covid-19 has changed all our lives and has left many struggling to cope financially.

However, no-one needs to struggle alone. Along with our partners, we're here for everyone in our community, with a range of support available to anyone in need.

For more visit **www.fife.gov.uk/moneyadvice**

Suggested newsletter article

Help with...Money and Benefits

More and more people are finding things tough financially as a result of Covid-19 and if you're facing a change to benefits or income, it can be even harder.

There is help out there though. Fife Council, in partnership with other organisations including Citizens Advice and Right Fife (CARF) and Cosy Kingdom, are on hand to help.

Money is an issue for many people across Fife, not just for those on benefits; there is also an increase in the number of people who work but still can't make ends meet. But help is available – you are not on your own.

Speak to your friends and family or visit **www.fife.gov.uk/moneyadvice** to access a range of services that can help you with your money.

Don't wait until things get out of control, help with money and benefits is available so get in touch now.

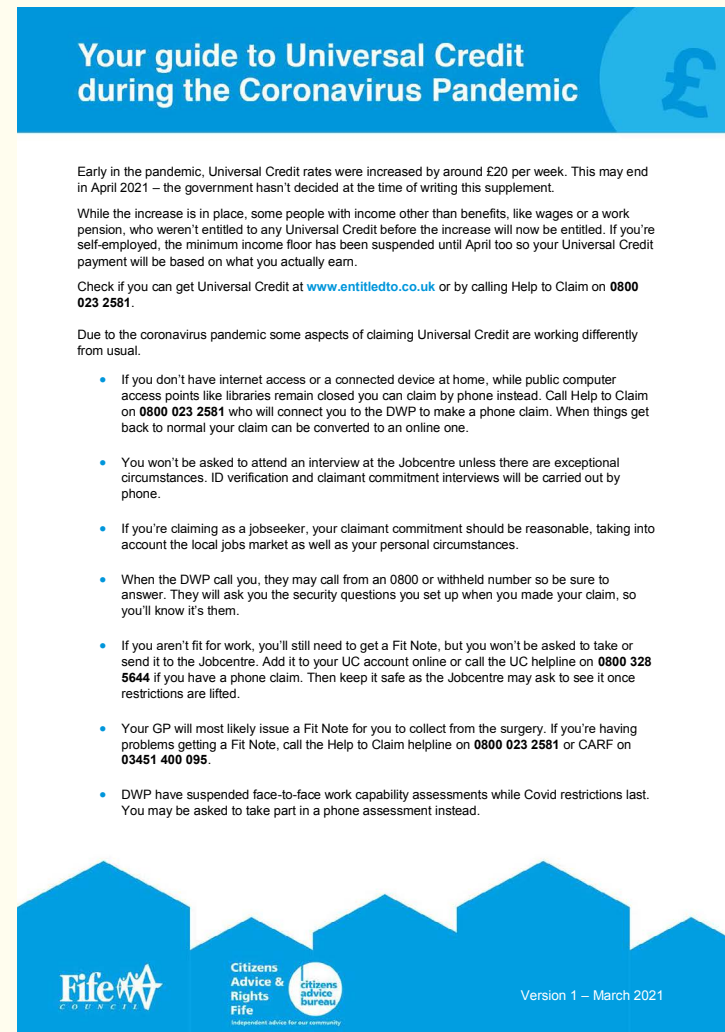
Universal Credit guide and Covid-19 supplement

PDF guide to share.



Universal Credit guide and Covid-19 supplement

Covid-19 supplement to share.



Thank you

Thanks for supporting the Help with...campaign

For more information please contact Fife Council's Communications team:

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