SILVER SUNDAY
CELEBRATING OLDER PEOPLE
SUNDAY 6TH OCTOBER 2019

SILVER SUNDAY
2019 EVENT TOOLKIT

SIR SIMON MILTON FOUNDATION
Thank you for joining Silver Sunday!

Thank you for being a part of a phenomenal group of people celebrating Older People across the UK this October. We know how special Silver Sunday is in the national calendar to those who join us. Our ambition has always been to create a day in the nation’s hearts where older people feel valued and are given new opportunities to get out of the house, keep their minds and bodies active, learn new skills, make new friends and connect with the communities and generations around them. It is a growing success thanks to the amazing people like you running events & activities every year.

In 2018 we had around 1,000 events across the UK with around 50,000 older people participating in events as varied as walking football, art classes, tea parties, dances, tai chi, boat rides and cultural experiences. Now in our eighth year we have a bold ambition to double our reach and impact. There is no such thing as a ‘typical’ Silver Sunday event with activities as diverse and welcoming as our older population. Be creative, be ambitious and inspire those around you to join in with Silver Sunday too.

It is a privilege to be a part of these events and see older people thriving and connecting with people around them. We are very grateful to the many partners who host activities year on year and welcome anyone who wishes to take part for the first time with many resources, templates and ideas on our website free for hosts to use.

We look forward to celebrating Silver Sunday with you this **Sunday 6th October**!

With much gratitude to you all,

Lady Christabel Flight
Founder of Silver Sunday
Westminster Older People’s Champion
Trustee, Sir Simon Milton Foundation

“Silver Sunday was a lovely, positive campaign to be part of and it was wonderful to celebrate our older communities and see everyone having fun and enjoying themselves”
- Silver Sunday Host, 2018
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PLAN YOUR EVENT: BE INSPIRED!

Whether you're new to Silver Sunday or you're looking for inspiration for a new theme for this year take a look at our 2018 Gallery, Video Stories and Event Ideas pages, search through #SilverSundayUK to see what events created a buzz last year or start a discussion on our Facebook page. The wonderful thing about Silver Sunday events is their magic is down to you!
PLAN YOUR EVENT: GETTING STARTED

Here are some helpful pointers to get you started. We cover the basics to make the event safe, run smoothly, simple and without costing too much. What will make it special is how you bring it to life and the people who help you. If you have any questions, let us know using the contact details in this toolkit or start a discussion in our Facebook group.

1. SET YOUR OBJECTIVES
   Who is your event for? Are these people you know or a new audience? Are you promoting an event or activity? Why are you doing this?

2. PLAN YOUR BUDGET
   Your biggest costs are most likely venue, refreshments, staff and entertainment. You may also want to print posters and decorate the room.

3. SECURE FUNDING
   Can you ask your local council to direct you to sources of funding? Can you partner with a local business to provide venue, volunteers or sponsorship in return for publicity?

4. PLAN FINER DETAILS
   Be inspired by our event ideas on our website. Think about the best date and time to host. Check disabled access and transport links.

5. CREATE BOOKING SYSTEM
   Your event may be 'open door' or you might want to set up an Eventbrite page (free to use when your event is free) or provide a contact number or email to manage numbers. It's often worth 'over-booking' by 30% in case of drop outs.

6. RECRUIT VOLUNTEERS
   Can you encourage colleagues, neighbours, friends or ask a local voluntary group for help? The friendly chats and help can really make a difference to your guests.

7. HEALTH & SAFETY
   It is important for the event to run smoothly: visit the Health & Safety Executive website, write a risk assessment and brief your volunteers. Be aware of fire risks & evacuation, trip hazards and consent forms for physical activity.

8. FOOD HYGIENE
   Visit the Foods Standards Agency website for advice around the preparation, storage and serving of food. Double check any caterer's food hygiene certificate and public liability insurance.

9. INSURANCE
   You're responsible for ensuring your guests are not at risk. Public Liability Insurance protects you if members of the public suffer personal injury or property damage because of your business. Check if you have this before planning an event.

10. TRANSPORT
    Can you encourage a local volunteering charity or taxi company to provide transport for guests? Remember to insure any drivers have insurance cover for doing so.
PROMOTE YOUR EVENT: SILVER SUNDAY WEBSITE

REGISTER YOUR EVENT ON OUR WEBSITE
Click here. If you're a new organiser use the 'add an organiser' feature. Add your venue details, event details with as much detail as possible - photos or posters really help here too.

FIND YOUR EVENT PAGE ON OUR EVENT MAP
After a moderation stage we will send you the link when your event page is live. It will now feature on our national Event Map so anyone can search for it here.

SHARE YOUR EVENT PAGE
You can send this link in emails, newsletters, social media and your website. If you share it on social media (Facebook, Twitter or Instagram) with the hashtag #SilverSundayUK we will share it for you too.

PROMOTE WITH PARTNERS
Promote the event with local charities, organisations, groups for older people and local authorities. It will inspire others to get involved in Silver Sunday too. Ask your Local Authority to create more Silver Sunday events near you too.

CREATE A PRESS RELEASE
Our events often get good local or even national coverage - especially if they're doing something new, making a difference and it's a positive news story. Can you invite a local film crew, radio station or journalist for the day?
PROMOTE YOUR EVENT: RESOURCES

You’re welcome to use all our promotional material and templates available for free on the Resources section of our website. We update these from time to time so keep coming back to see what is new as the big day approaches. Resources include:

- Logos
- Invitations
- Posters
- Social Media
- Digital Screens
- Bunting
- Badges
- Letters
- Feedback Forms
- Risk Assessment Template
- Newsletter Article Samples
- Social Media Post Samples
- Special Guest Request Letters
- Thank You Letters
- Donation Request Letters.
PROMOTE YOUR EVENT: WITH OUR LOGO

Here are some examples of how our logos were used in 2018. Our logo comes in circle and landscape form, with or without the 2019 date. Please share your designs with us either via info@silversunday.org.uk, using #Silversundayuk on Twitter, Facebook or Instagram or post it in our Facebook group - we love seeing them come to life in all their variety and it inspires others too. Download our logo from the Resources section of our website.
PREPARE YOUR EVENT
The day is approaching! Here is a helpful checklist to ensure it goes as smoothly as possible.

1. WRITE AN EVENT OVERVIEW
With timings, contacts, checklists, guest names (if known) to make sure you don’t forget anything. Do what you can to create the space to enjoy spending time with your guests too!

2. BRIEF YOUR HELPERS
It’s helpful to give volunteers as well as entertainers an overview of your event as well as safety briefings. You can send this to them in advance and run through it on the day.

3. REMIND YOUR GUESTS
You may wish to send an email to your guests or their carers to say how much you’re looking forward to welcoming them to your event.

4. HEALTH & SAFETY
You will have created a Risk Assessment by now and ensured you have Public Liability Insurance. Make sure you have a point for First Aid too.

5. PHOTOGRAPHY & VIDEO
It’s advisable to put a poster up saying that photos will be taken and for guests to notify you if they want to be excluded, especially if you plan to share these afterwards.

6. BAKE, MAKE & CREATE
Can you create a special Silver Sunday cake or cupcakes? We get so excited when we see these photos!

7. DECORATE!
You can download and print our bunting from our website. Balloons, plants and cakes are always popular too! This can often take longer than planned so start early!

8. FEEDBACK FORMS & KEEPING IN TOUCH
Use our template or create our own. It’s a lovely way to hear from your guests, give them the opportunity to express their thanks and provide contact details for the future.

9. CELEBRATE AN AMAZING EVENT
Nominate someone to live stream or share photos from the event on social media. If a journalist or film crew is joining you make sure they have someone looking after them too.

10. THANK YOU GIFTS
If there is anyone you’d like to specifically thank on the day, remember to plan this in advance.
POST YOUR EVENT

Once the final guest has left, the floor is swept and your feet are up remember how incredible you are for being a part of Silver Sunday. Thank you for showing people that you care!

THANK YOUS!
At the end of your event you can thank all your guests and helpers in person and it’s nice to follow up with a written thank you for making it so special.

FEEDBACK
Hopefully you have been able to collate feedback during your event. We would love to see this, any quotes and particular stories around your event. You can email them to us at info@silversunday.org.uk.

SHARE YOUR PHOTOS & VIDEOS
Make sure you have full consent to share these and if using social media (Facebook, Twitter or Instagram) please remember #SilverSundayUK. We’d love to include them on our website too.

KEEPING IN TOUCH
We hope your Silver Sunday event creates a longer lasting legacy within your community. Consider ways you can keep the momentum going with future events, referrals to year round activities or facilitating new friendships and interests. Keep in touch with us too!

INSPIRING OTHERS
If it wasn’t for amazing people like you, Silver Sunday wouldn’t have the impact it continues to have. Continue to spread the word about what special moments you have created and perhaps others will be inspired to act too.
## FAQs

### Does my Silver Sunday event have to be on 6th October?

No, we welcome events before and after the day itself. Often people are very grateful to attend multiple events near to them. Choose dates which best suit you and your audience.

### Is there a specific age range for Silver Sunday events?

No, but some hosts like to specify events are for 50+, 60+ or 65+ to limit numbers. Ideally all our Silver Sunday events would be open to anyone who identifies as an 'older person' as well as those of any age. Understandably we receive calls from people in their 80s saying they don’t like being grouped as an 'older person' and those in their 50s wishing they can be included. If you can welcome all ages and interests, that is wonderful.

### We already have events planned for October – can we register them on your website?

Yes please! In return we ask that you mention Silver Sunday and use our logo in your marketing materials. Silver Sunday is also a hub for connecting people with existing services and activities in their local area. Silver Sunday is also a very popular ‘theme’ for social events or programmes adding a special celebratory twist.

### Can I put my own spin on Silver Sunday?

Yes! Just look at #SilverSundayUK and our Event Galleries on our website – all Silver Sunday events are so very different which is why they are so special to attend!

### Can we charge guests for tickets?

The vast majority of our events are free as a way of giving back to older people in their area. Occasionally we are happy for organisers to ask for a small donation to cover running costs.

### Can you help with funding?

We cannot currently help with funding. We advise organisers to contact their local councils or search online for local groups who may be able to help with money and volunteers. Businesses are often willing to provide venues, activities, resources, food and helpers too.

### Do we need insurance?

We advise all organisers to check they have public liability insurance before running an event to protect you if members of the public suffer personal injury or property damage.

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We hope you have everything you need to plan your event but if you have any queries please contact us on info@SilverSunday.org.uk
APPENDIX: RESOURCES

Silver Sunday Logos: landscape & circular, with date and without

Silver Sunday Invitations (4 designs)
APPENDIX: RESOURCES

Silver Sunday Posters (6 designs including landscape & portrait)
APPENDIX: RESOURCES

Silver Sunday Social Media (Twitter, Facebook & Instagram - see website for full range)
APPENDIX: RESOURCES

Digital Screens

Bunting

Badges

Name

Job Title

Proud to be a part of #SilverSundayUK

6th October 2019
APPENDIX: RESOURCES

Risk Assessment Template

Introduction
Section should provide an overall summary of the event and should identify any details on who has written the document and their experience and any specific measures that have been taken to collect the information.

<table>
<thead>
<tr>
<th>Hazards</th>
<th>Who is at risk from the hazards identified</th>
<th>Control measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Section / subtopic of activity)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Document prepared by</th>
<th>Name and position</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review conducted by</td>
<td>Name and position</td>
<td>Date</td>
</tr>
<tr>
<td>Review conducted by</td>
<td>Name and position</td>
<td>Date</td>
</tr>
</tbody>
</table>

Event Feedback Form Template

Silver Sunday Feedback Form

We hope that you enjoyed Silver Sunday. Please take a few minutes to let us know your feedback so we can use it to plan future events.

Section one: Your thoughts about Silver Sunday
Silver Sunday is a national day for people aged 65 and over which aims to help people try something new and meet new people through a series of free events and activities.

Q1. Have you attended a Silver Sunday event in previous years?
☐ Yes ☐ No

Q2. To what extent do you agree or disagree with the following statements?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silver Sunday has helped me to feel part of my community</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I tried something new as a result of Silver Sunday</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I met new people as a result of Silver Sunday</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I am likely to keep in contact with people I met as a result of Silver Sunday</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I rarely get out of the house and Silver Sunday has helped me to get out</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I found out about other local events and services as a result of Silver Sunday</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>
APPENDIX: RESOURCES

Social Media Sample Posts

Sample social post text

Try something new on Silver Sunday, with a huge range of events taking place for older people on Sunday, 6th October. This year we will be hosting an [insert event details] on [insert date of event] to help you try something new, meet new people and have a fantastic day out. Book now to secure your place, or let an older friend or relative know about it. [Insert booking details].

Silver Sunday is a national day for older people on the first Sunday of October to help overcome loneliness, that is supported by the Sir Simon Milton Foundation. Last year around 1,000 events took place across the UK, with all events donated free by local businesses, partners and community organisations.

Find out more at silversunday.org.uk.

Newsletter Sample Text

Sample newsletter text

Join us to celebrate Silver Sunday

Try something new on Silver Sunday, with a huge range of events taking place for older people on Sunday, 6th October. This year we will be hosting an [insert event details] on [insert date of event] to help you try something new, meet new people and have a fantastic day out. Book now to secure your place, or let an older friend or relative know about it. [Insert booking details].

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Press Release Template

PRESS RELEASE

[YOUR ORGANISATION] to host Silver Sunday event for older people

On [date] [your organisation] will host [insert number] older residents at [insert event name]. The event is part of a national day to overcome loneliness amongst older people that is held on the first Sunday in October.

Hundreds of organisations across the UK will come together to host free and low-cost events and activities on the same day.

With less than a month to go, older residents of [insert area] are invited to register for our event to try something new, meet new people and be part of the celebrations taking place across the country.

The day aims to combat loneliness by providing a packed schedule of free events for older people to try something new and meet new people. Whilst loneliness can strike at any age, older people are at greater risk. According to Age UK, more than a million older people stay in bed for a month without speaking to a friend, neighbour or family member.

Silver Sunday is organised by the Sir Simon Milton Foundation, a charity that works to reduce loneliness and isolation amongst older people. For one day every year Silver Sunday provides older people an opportunity to get out of the house, try new things and meet new people as well as to find out about local services that are available throughout the year.

Silver Sunday Founder, Lady Christine Milton said: “Some people don’t want to admit they’re feeling lonely and Silver Sunday is a positive way to do something about it by meeting new people. You’re never too old to try something new and Silver Sunday is the perfect opportunity.”

Find out more about events and activities taking place across the country at silversunday.org.uk.

For more information please contact [insert your details]. Post-event photos and quotes will be available after the event.

Ends
APPENDIX: RESOURCES

Special Guest Letter

Dear [Name],

I hope this letter finds you well. I am writing to invite you to our special event at this year’s Silver Sunday [event name], hosted by [organizer name], which will be taking place on [date] at the [venue name] in [location].

According to ASA UK, more than 1.5 million senior older people in England live alone, and 2 out of 5 older people do not have a close friend. Silver Sunday, a national day to celebrate and encourage older people to get out and make new friends, aims to help reduce loneliness and isolation for older adults. It’s a chance to get out, try a new activity and make new friends. It’s believed that spending a social event can make a huge difference, as well as helping to connect older adults with local services and the wider community.

Music will be provided by [performer name] and [event location]. A break from [event time] will be served. The event will be run by [organizer name] and [organizer contact information].

The [event name] will award prizes from [prize sponsor].

Please let me know about your earlier convenience if you would be interested in attending, and please do not hesitate to contact me on [phone number] to discuss any questions you may have. You would be very much welcomed if you’d be able to join us.

Thank you in advance and best wishes.

[Signature]
[Your name]
[Your job title]

Silver Sunday Celebrating Older Peoples

Donation Request Letter

Dear [Name],

I am writing on behalf of [your organization], who is taking part in this year’s Silver Sunday, a national day to celebrate older people and help to reduce loneliness and isolation amongst the elderly.

We are hosting a special event on [event date] to encourage older people to get out and make new friends. As well as bringing them closer to the community, this event will benefit older people’s mental health. It will be a wonderful opportunity to visit a local social club and socialize with others.

Company name is a sponsor of the event. If you’re interested in supporting this event, please contact us via email.

Thank you for considering [your organization]’s request. We appreciate your support.

[Signature]
[Your name]
[Your job title]

Silver Sunday Celebrating Older Peoples

Thank You Letter

Dear [Name],

Thank you for being a part of our event. Silver Sunday celebrates the year at [venue name] in [location]. Our event had a wonderful time with comments including: [include quotes].

We are particularly thankful to [sponsors name and contact information].

Thank you for making a difference. We hope you enjoyed our event and look forward to seeing you next year. We can’t wait for [event name] in [location] to be repeated again.

[Signature]
[Your name]
[Your job title]

Silver Sunday Celebrating Older Peoples

LINK TO DOWNLOAD
The Sir Simon Milton Foundation – helping young people to aspire and older people to thrive

The Sir Simon Milton Foundation sponsors Silver Sunday. We are a Westminster based charity that helps young people into work through education and training and aims to reduce loneliness and isolation amongst older people. Find out more on our website www.sirsimonmiltonfoundation.com.

The Sir Simon Milton Foundation is a charitable incorporated organisation (CIO) Registered Charity Number 1174405

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