

Volunteer Media Pack

What is Primary Business Partnership (PBP)?

The Primary Business Partnership provides a free matchmaking service between primary schools and businesses in the areas formerly known as Allerdale and Copeland. We want to inspire the next generation of young people by helping primary schools and business work together. We recognise the need to equip local young people with knowledge, skills and aspirations relevant to the modern world.

How can I use this Media Pack?

If you've received this media pack, it means that you or your business is collaborating with the Primary Business Partnership (PBP). This media pack has been designed to assist you in promoting your business's involvement and enhancing it's profile.

By doing so, you will help us spread awareness of PBP and our services across various platforms such as social media, newsletters, your website, internal communications, and with stakeholders. To guide you in this, we've provided some valuable tips for crafting and sharing content.

Important: when collecting / sharing media involving pupils, please ensure you have the correct permissions to do so.

WWW.PRIMARYBUSINESSPARTNERSHIP.ORG.UK






Email: info@pbp.org.uk
Tel: 01900 824 822

1.PBP Logos

Below is a copy of the PBP and CforLP Primary logo. Please use these logos to use on social media, letterheads, flyers, graphics etc...



2.Content Ideas for Sharing Your Involvement




-  **Social Media Announcements** – Share why you volunteer and how you're making a difference.
-  **Behind-the-Scenes Content** - Showcase your activity, career talks, and school visits.
-  **Blog Posts/LinkedIn Articles** – Reflect on the impact of your involvement.
-  **Email Newsletter Features** – Highlight the benefits for both you or your business and the community.
-  **Video Testimonials** – Record a testimonial of your experience.

3. Social Media Guidance

Use the hashtags:

#CumbriaBusiness #InvestingInOurFuture #PrimaryBusinessPartnership
#CentreForLeadershipPerformance #DreamBIG

And tag us:

-  Facebook: @primarybusinesspartnership @CentreforLP
-  LinkedIn: @Primary Business Partnership @Centre for Leadership Performance Cumbria
-  Instagram: @CentreforLP

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Example Social Media Posts:

General Post:

(I am/We are) excited to be working in partnership with the @Primary Business Partnership. Delivered by the @Centre for Leadership Performance, the Primary Business Partnership provides a FREE matchmaking service between primary schools and businesses in the areas formerly known as Allerdale and Copeland. They aim to inspire the next generation of young people by helping primary schools and business work together.

(We/I) will be supporting PBP by (how?).

Learn more about PBP:
<https://www.primarybusinesspartnership.org.uk/>



We are
working in
partnership
with



After a Workshop/Activity:

(Yesterday/Last Week) (I /We) got involved in an inspiring (Workshop/Activity) called (Workshop/Activity Name) at (School Name) organised by @Primary Business Partnership and delivered by the (Business Name).

(Employee names/I), volunteered to help inspire and broaden the horizons of the pupils at (School Name). This session aims to (session aims – if known). (We/I) thoroughly enjoyed (what you enjoyed).

Read more about the day here: LINK

Find out more about (Business name) :
(link)

If CforLP delivered the workshop use this:



We took
part
in an
inspiring
workshop

organised by



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If your business/organisation delivered the workshop use this:



Before a Dream BIG Workshop:

(I am/We are) excited to be taking part in #DreamBIG at (School Name). (Volunteers, Employee names/I), will share (their/my) career journeys to date, aiming to broaden and raise primary pupils career aspirations.

Dream Big Aspiration Sessions are organised by the [Primary Business Partnership](#), delivered by the [Centre for Leadership Performance Cumbria](#) and generously funded by [OneAIM JV](#), and [Sellafield Ltd](#) SiX

Find out more about (Business name) : (link)

Learn more about PBP:
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After the Dream BIG Workshop:

(Yesterday/Last Week) (I/ Employee names) volunteered (their/my) time to take part in an inspiring @Primary Business Partnership #DreamBIG session alongside. (They/I) shared (their/my) career journey(s) with the school, helping to inspire, broaden horizons and help the pupils at (School Name) to Dream BIG about their futures! (We/I) thoroughly enjoyed (what you enjoyed).

Dream Big Aspiration Sessions are organised by the [Primary Business Partnership](#), delivered by the [Centre for Leadership Performance Cumbria](#) and generously funded by [OneAIM JV](#), and [Sellafield Ltd](#) SiX

Find out more about (Business name) : (link)

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To download any of the above graphics click on this [link](#)

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Case Study Template

Could you/your business complete a case study for us? Case studies are really beneficial for PBP when promoting our services and showcasing our impact. Below is a case study template, or why not record yourself or a member of your team answering these questions? Videos are great content!

Name	
Company name	
Job Title	
What activity(ies) did you get involved in so far?	

What have you volunteered on and how has the experience been for you?

What do you think are the benefits of volunteering?

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How has PBP supported your experience as a volunteer?

What made you take that first step as a volunteer?

Would you encourage others to volunteer? If so, what would you say?

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Programme Specific Press Release Template

FOR IMMEDIATE RELEASE

[BUSINESS NAME] INSPIRES PUPILS FROM [SCHOOL NAME] IN ENGAGING PRIMARY BUSINESS PARTNERSHIP WORKSHOP

Pupils from [School Name] recently participated in an engaging Workshop, organised by Primary Business Partnership (PBP), and delivered by [Business Name]. The workshop, titled [Workshop/Activity Name], aimed to [session aims], inspiring the pupils at [School Name] pupils and helping develop essential skills to be successful in the future.

The PBP workshop was supported by volunteers from [Business and Volunteer Names].

During the workshop, pupils [describe specific activities or experiences], creating a vibrant and dynamic learning atmosphere.

[Name] shared [their motivation behind volunteering/what the motivation was for [Business Name] to get involved] in the workshop stating, "[Include a quote from yourself or a staff member]."

The Primary Business Partnership provides a free matchmaking service between primary schools and businesses in the areas formerly known as Allerdale and Copeland. They aim to inspire the next generation of young people by helping primary schools and business work together.

The Primary Business Partnership programme is funded by OneAIM JV and Sellafeld Ltd SiX – Social Impact Multiplied programme.

Want to get involved? Learn more at <https://www.primarybusinesspartnership.org.uk/>

NOTE: Attach an image from your day to this press release

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General Press Release Template

FOR IMMEDIATE RELEASE

[BUSINESS NAME] TEAMS UP WITH PRIMARY BUSINESS PARTNERSHIP

[Business Name] are thrilled to announce their collaboration with the Primary Business Partnership (PBP). PBP provides a free matchmaking service between primary schools and businesses in the areas formerly known as Allerdale and Copeland. They aim to inspire the next generation of young people by helping primary schools and business work together. The programme is funded by OneAIM JV and Sellafield Ltd SiX – Social Impact Multiplied programme.

Through this partnership, [Business Name] aims to: [insert aims of getting involved]

[Name] shared, "[Include a quote from a member of staff expressing your excitement and reason to collaborate]."

Want to get involved? Learn more at <https://www.primarybusinesspartnership.org.uk/>

NOTE: Attach an image of your school/pupils this press release

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Newsletter templates

1. General Content:

We are excited to be working in partnership with the Primary Business Partnership. Delivered by the Centre for Leadership Performance, the Primary Business Partnership provides a FREE matchmaking service between primary schools and businesses in the areas formerly known as Allerdale and Copeland. They aim to inspire the next generation of young people by helping primary schools and business work together. The programme is funded by OneAIM JV and Sellafield Ltd SiX – Social Impact Multiplied programme.

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2. For staff member to inform them about upcoming activity:

VOLUNTEER TO TAKE PART IN AN EXCITING PRIMARY SCHOOL WORKSHOP

We're excited to share that we plan to take part in a Workshop organised by the Primary Business Partnership (PBP) called "[Workshop/Activity Name]," to help pupils from by [School Name] to [session aims].

We are seeking volunteers to support the session alongside volunteers from [Business Names].

Can you spare [amount of time required] to help our pupils develop these crucial essential skills by [insert ask]? If so, please reach out to Rachel Pettit at rachel.pettit@cforlp.org.uk. Rachel will provide you with more information on how you can get involved.

If you know anyone else who might be interested in volunteering, please feel free to share this opportunity with them.

This workshop is being organised by @Primary Business Partnership and delivered by [Business Name]

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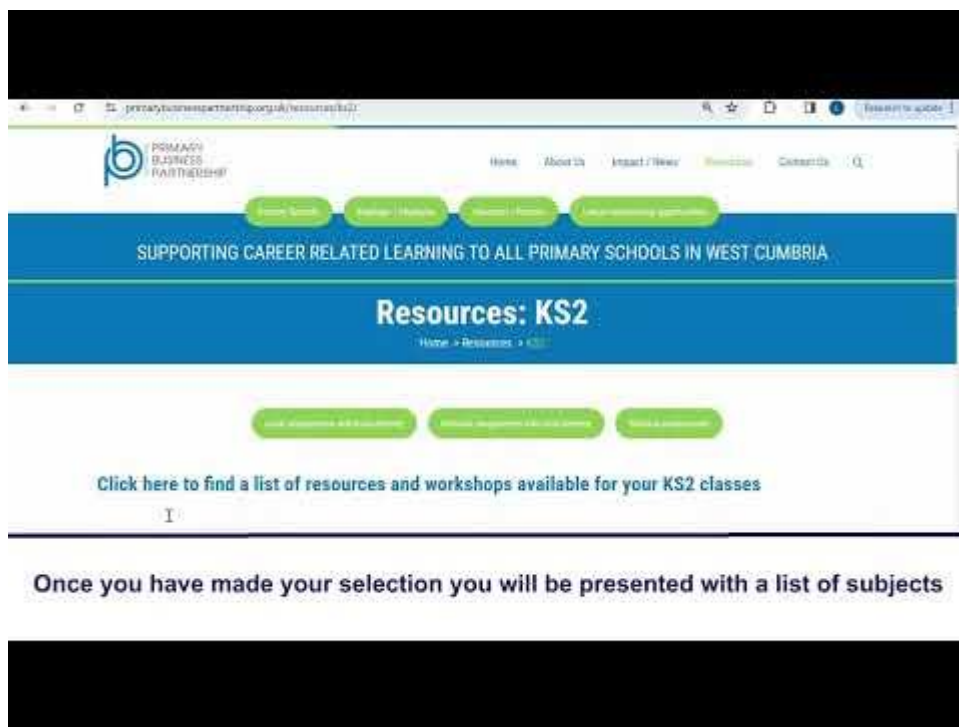
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PBP Website Video Tutorial

Did you know that we regularly offer valuable primary school resources and events on our website? Visit www.primarybusinesspartnership.org.uk to explore them!

Do you have resources you'd like to share with us? Fill out this form (<https://forms.gle/nK6YJnkcGDwBkX5m9>) and we'll feature your content on our website, potentially on social media, and in our upcoming school newsletter!

Check out our tutorial (<https://youtu.be/4zw5VjAmdG4?si=zEx7tOYsHKcH-jP0>) for a guided tour of our website to discover these fantastic opportunities.



If you have any questions or require further guidance on the above, please contact lucy.teasdale@cforlp.org.uk

We can't wait to see some of your posts and activity!

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