



COMMUNICATIONS PACK 2025

SAFEGUARDING SUNDAY - ACTION SPEAKS LOUDER!

Thirtyone:eight, the UK's leading independent Christian safeguarding charity, has launched its annual safeguarding awareness campaign for churches – Safeguarding Sunday. This year the theme of the campaign is '**Action Speaks Louder**' – encouraging churches to not just talk about safeguarding but to take positive action towards creating safer places.

The campaign is now in its 7th year and last year saw over 5000 churches across the UK, from a variety of backgrounds and traditions take part.

This year Safeguarding Sunday is on **16 November 2025**. Churches are encouraged to not just reflect but also act on improving safeguarding practices, learning from where they may have got things wrong. To build on the ways they are supporting those who have been hurt, and highlight all the good work being done behind the scenes to protect vulnerable people.

WE NEED YOUR HELP!

Our vision is for a world where every child and adult can feel, and be, safe. It's a big vision, and we can't do it alone. Through this campaign we hope to inspire you, and your church, to take part, and talk about safeguarding. **We're asking if you would consider telling your church and networks about the campaign and encourage them to take part?** Safeguarding Sunday is an opportunity to show your community that you take safeguarding seriously as an outworking of your faith in a just and loving God.

Will you help us tell a new story – one of hope in the face of ever-increasing revelations of abuse? Good news stories do exist, and your church is one of them! This is something to shout about. Will you help us make this year's campaign bigger than ever before?

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SAFEGUARDING SUNDAY - ACTION SPEAKS LOUDER!

WHY DO WE NEED SAFEGUARDING SUNDAY?

Peter Wright, Thirtyone:eight's Head of Communications and campaign lead said, "Protecting vulnerable people from harm and speaking up for their rights is an integral part of our scriptural mandate as Christians. Sadly, the church hasn't always done this well. But we have a chance to change that. When we look at the life of Jesus, he didn't just teach, he took action that backed up his words. That's why our theme and focus for this year is – 'Action Speaks Louder'. It's time to move from talking about safeguarding to taking action. We need to improve where we've got it wrong and do more of what we're getting right. It's a chance to reflect, build on good work, and act on preventing abuse and creating a Church where everyone can feel and be safe."

To take part in the campaign Churches can register for a free online guide and resources at safeguardingsunday.org which makes running a service, or part of a service, easy. It includes prayers, sermon notes, activity ideas, children's resources and loads more.

Peter says, "Taking just one Sunday to talk about safeguarding, can have a huge impact. Whatever the tradition or style of your church, if you have just a few minutes or can dedicate a whole service it all counts. Last year over 5,000 churches united and took part. Join us and be part of this incredible movement for good."

For more information about the campaign and to register go to: SafeguardingSunday.org



ABOUT THIS PACK

This pack equips you the information you need to invite the churches in your denomination to take part in this year's campaign.

If you have any questions please email communications@thirtyoneeight.org

COMING UP

This communications pack is a toolkit to help you raise the profile of the campaign in your church communities.

In this pack, you will find the following content and links:

- Church newsletter/email content
- Social media post content
- Social media, website, and email graphics
- Slide deck template



CHURCH COMMUNICATIONS / NEWSLETTERS

Here's a template email for you to send to your churches. Please personalise as appropriate.

We're writing to let you know that Thirtyone:eight, the UK's leading independent Christian safeguarding charity, has launched its annual safeguarding awareness campaign for churches – Safeguarding Sunday and we'd like to encourage your church to take part.

This year the emphasis of the campaign is 'Action Speaks Louder' – encouraging churches to not just talk about safeguarding but to take positive action. The campaign is now in its 7th year and last year saw over 5000 UK churches take part, all from different traditions and denominations.

Churches are encouraged to not just reflect but also act on improving safeguarding practices, learning from where they may have got things wrong. To build on the ways they are supporting those who have been hurt, and highlight all the good work being done behind the scenes to protect vulnerable people.

In the face of overwhelming stories about abuse in churches, the day creates a fantastic opportunity to show your community that you take safeguarding seriously as an outworking of your faith in a just and loving God. It's a day of hope, demonstrating that good news stories do exist, and your churches are one of them!

Peter Wright, Thirtyone:eight's Head of Communications and campaign lead said,
"Protecting vulnerable people from harm and speaking up for their rights is an integral part of our scriptural mandate as Christians. Sadly, the church hasn't always done this well. But we have a chance to change that. When we look at the life of Jesus, he didn't just teach, he took action that backed up his words. That's why our theme and focus for this year is – 'Action Speaks Louder'. It's time to move from talking about safeguarding to taking action. We need to improve where we've got it wrong and do more of what we're getting right. It's a chance to reflect, build on good work, and act on preventing abuse and creating a Church where everyone can feel and be safe."



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CHURCH COMMUNICATIONS / NEWSLETTERS

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Peter says, "Taking just one Sunday to highlight safeguarding, can have a huge impact. Whatever the tradition or style of your church, if you have just a few minutes or can dedicate a whole service it all counts. Take action, join us and be part of this incredible movement for good."

For more information about the campaign and to register go to: SafeguardingSunday.org



ACTION SPEAKS LOUDER... ON SOCIAL MEDIA AND BEYOND!

However you're engaging with Safeguarding Sunday this year, whether you're running a whole service or part of one it's important to let people know you're taking part. Firstly, some people find the subject of safeguarding deeply painful, and they will need advance warning so they can prepare themselves, or choose not to attend. Secondly, we need more churches to know that safeguarding is everyone's responsibility, it's time to raise awareness and encourage more action!

Sharing about the campaign is a simple action we can all do. And in doing it, we can be assured we are making a difference. Post about what you're planning for the day, unpack your theology of safeguarding, show a behind the scenes with your safeguarding teams or talk about the good things you are already doing.

Additionally, you could send an email to your members, publish a column in your newsletter, or share a notice on a Sunday morning.

We've tried to make it super easy for your communication teams by providing resources and ideas on the following pages. Please ensure your communications team get a copy of this pack.

And don't forget, if you get really stuck, you can always share the posts Thirtyone:eight put on their accounts.



SOCIAL MEDIA POSTS

Here are some suggestions for your social media captions.

"We're taking part in #SafeguardingSunday, a campaign organised by @thirtyoneeight. The theme is 'Action Speakers Louder'. Our church is committed to taking action to protect vulnerable people from harm, so we can create safer places for all. Join us on Sunday 16 November to find out more! safeguardingsunday.org"

"Action Speaks Louder! #SafeguardingSunday is an opportunity to thank those who work hard to make our church a safer place for all, and to reflect on what we can do better. Our church will be using the @thirtyoneeight resources on November 16th to join the national campaign for safer places! safeguardingsunday.org"

"This Sunday is #SafeguardingSunday! God cares about protecting vulnerable people, and so do we. We will be dedicating our service to the theme of action speaks louder. Exploring the invitation from Jesus to protect others and seek justice for those who have been harmed. Join us Sunday 16th November. safeguardingsunday.org"

"Today is #SafeguardingSunday! It's a biblical mandate to care for the vulnerable. Today we are thanking those who are working tirelessly to keep us safe, and reminding ourselves that safeguarding is everyone's responsibility. Link: safeguardingsunday.org"

SOCIAL MEDIA POSTS

DOWNLOAD SOCIAL MEDIA GRAPHICS HERE



Each of the following links contain social media graphics in the correct image dimensions for the following channels:

- Facebook
- Instagram
- LinkedIn/X

[Download date announcement](#)

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POWERPOINT TEMPLATE

HERE'S A COLLECTION OF SLIDES YOU MAY WISH TO USE FOR YOUR OWN PRESENTATIONS ON THE DAY

Blank template

[Download PowerPoint template slides](#)

