

MAYOR OF LONDON

Pay It Forward London - Communications pack for supporting partners

All communication is strictly under embargo until 12pm Monday 20 April - Thank you

Pay It Forward London – About

As well as supporting frontline workers and helping to coordinate London's response to the crisis, the Mayor of London is committed to supporting small businesses in London who are at risk and are suffering from cashflow problems due to the impact of COVID-19.

On 20 April, the Mayor will be launching Pay It Forward London - a crowdfunding platform on London.gov.uk which will offer small businesses across the city the chance to pre-sell their services during the coronavirus shut down. By connecting them to their local communities, and providing 100% free fundraising, London's businesses will be able to generate income and manage cashflow while keeping the public safe.

It takes moments to sign up and start a fundraising campaign, allowing the public to pledge funds in exchange for future rewards when this is all over - from haircuts in Harrow, to pints in Peckham and curries in Clapham. Members of the public can also 'nominate' their local businesses and encourage them to sign up.

Over 700 businesses across the country that have collectively raised over £1.5 million already with the help of over 32,000 supporters who have paid it forward. This works.

PR - announcing the launch

The Pay It Forward London campaign will be announced by Mayor of London Sadiq Khan on Monday 20 April. The GLA communications team will be issuing the main press release and handling press queries.

You are encouraged to share the announcement on social media and across your networks. Our goal is to reach as many small businesses in London as possible - every business type from every part of the city. You will find content for social media and newsletters in this comms pack.

Social media content for sharing

Newsletter copy example

The Mayor is offering 100% free fundraising to help businesses like yours to secure trade by pre-selling vouchers, goods and services.

Small businesses are facing enormous challenges whilst playing an important part in the fight against coronavirus. Many have had to close their doors in recent weeks and are struggling with cashflow.

Through the Pay It Forward initiative, small businesses can offer customers the option to buy goods and services in advance based on a promise to deliver in the future, helping to secure trade through this difficult time. This means people can book and look forward to future activities - such as meals, events, hotel bookings etc. - while supporting their favourite small businesses to stay afloat.

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Start crowdfunding for your business now [LINK: london.gov.uk/pay-it-forward].

Twitter copy examples

- Today, @MayorofLondon, in partnership with @crowdfunderuk launched a fantastic initiative to help support local businesses during #COVID19
Through #PayItForward, small businesses can pre-sell vouchers, goods and services. Read more [↓ london.gov.uk/pay-it-forward](https://london.gov.uk/pay-it-forward)
- Through the @MayorofLondon's #PayItForward initiative with @crowdfunderuk, businesses can offer customers the option to buy goods & services in advance based on a promise to deliver in the future, helping to secure trade through this difficult time. You can benefit/pay it forward too -> london.gov.uk/pay-it-forward #Coronavirus
- Small businesses that are struggling right now due #coronavirus should have a look at this -> 100% free #PayItForward crowdfunding initiative from @MayorofLondon to help local businesses to secure trade by pre-selling vouchers, goods and services. london.gov.uk/pay-it-forward
- Any small business struggling in [insert your area] should have a look at this -> 100% free #PayItForward crowdfunding initiative from @MayorofLondon to help local businesses to secure trade by pre-selling vouchers, goods and services: london.gov.uk/pay-it-forward

Facebook copy example

This is a great initiative. The Mayor of London's #PayItForward has launched to help local businesses secure future customers now and gather community support to help trade through #coronavirus. Let's #PayItForward for the future of London businesses: london.gov.uk/pay-it-forward

LinkedIn copy examples

- The Mayor of London's #PayItForward has launched to help local businesses secure future customers now and gather community support to help trade through #coronavirus. Let's #PayItForward for the future of London businesses: london.gov.uk/pay-it-forward
- Small businesses that are struggling right now due #coronavirus should have a look at this -> 100% free #PayItForward crowdfunding initiative from @MayorofLondon to help local businesses to secure trade by pre-selling vouchers, goods and services: london.gov.uk/pay-it-forward

Assets

<https://www.dropbox.com/sh/idcjbo8v0y43awb/AACDozO8jdvZ61JOWqjYSUYva?dl=0>