

Be Fearless.

Speak up to make your
community safer.

fearless
.org

**Fireworks 2020
Campaign Toolkit**

OVERVIEW

Fearless.org is the youth programme of the independent charity Crimestoppers.

Developed through consultation with young people, the Fearless website and digital campaigns provide accessible, credible and relevant information about crime and criminality.

Young people can report information or suspicions about crime 100% anonymously at Fearless.org

Young people told us:

"I'm not a grass but if I thought my mate was involved in something serious or someone was going to get hurt... I'd tell Fearless. It's a good idea"

"Sometimes you want to say something but you can't... this lets you..."

"I've never called 999 but I still know it exists - Fearless should be the same."

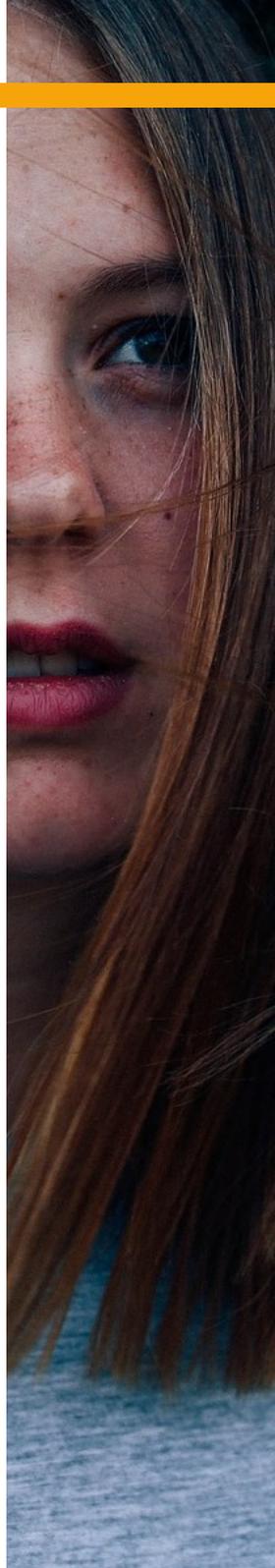
Professionals told us:

"A really valuable addition to our young people's life toolkit"

"I like that we can mention Fearless for all different crime types... there's a continuity that the young people recognise"

"We would like to make Fearless part of the DNA of our school."

Fearless receives core funding from the Scottish Government as part of the Building Safer Communities vision.



THE CAMPAIGN

Launch date: 15th October 2020

To coincide with the beginning of the firework retail sales period.

Our national fireworks campaign aims to raise young people's awareness of the impact of fireworks misuse and deliberate fire raising in Scotland.

The campaign will also empower young people with our 100% anonymous service to report information or suspicions about crime.

- Our dedicated landing page www.fearless.org/campaigns/Scotland-fireworks will provide more information about fireworks misuse and deliberate fires. It will signpost young people and professionals to relevant expert partners.
- Secondary schools and youth facilities will be equipped with campaign assets to use and promote across their area.
- Fearless vinyl banners will be available for display in key strategic locations.
- There will be a Scotland wide Snapchat campaign targeted at young people aged 13 -18 years old. This will be supplemented by organic social media on Twitter, Facebook and Instagram.



KEY MESSAGING

- It is an offence to:
 - Possess fireworks under the age of 18
 - Sell fireworks to anyone under 18
 - Let off fireworks between 11pm and 7am (midnight on Bonfire Night)
 - Throw or set off fireworks in a public place
 - Cause unnecessary suffering to animals
- Deliberate fires can quickly get out of hand and risk lives.
- For some, Bonfire Night can be a time of distress and upset.
- Be safe this Bonfire Night and think of others.
- If you know or suspect who is responsible for fireworks misuse or starting deliberate fires, **#BeFearless** in speaking up 100% anonymously at [Fearless.org](https://www.fearless.org)
- In an emergency, **ALWAYS** call 999

PLEASE NOTE

Crimestoppers purple artwork should not be used in schools or youth groups.



SOCIAL MEDIA ASSETS

Digital animations



Fire raising



Fireworks Misuse



Think of others

Stills



SOCIAL MEDIA

Through our social media channels, we will make digital content available which can be shared.

A WeTransfer link to Fearless digital animations and stills will be sent out to all partners on Wednesday 14th October.

Please use the campaign hashtag #FearlessScotland in any of your posts.



@Fearless_Scot



@FearlessAgainstCrime



@Fearless_Scot

Shortened URL to our campaign landing page:



bit.ly/ScotlandFireworks

Example post:

We're supporting the #FearlessScotland campaign to empower young people to #BeFearless in speaking up about fireworks misuse and deliberate fire raising 100% anonymously at Fearless.org

More info - bit.ly/ScotlandFireworks

@Fearless_Scot



fearless .org



Fearless_Scot



Fearless_Scot



FearlessAgainstCrime

CAMPAIGN CONTACT



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