



WITH YOU

**Launch toolkit
for partners
and supporters**

Resources to help you support the
launch of This Girl Can With You
and share it with your networks



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PURPOSE OF THIS TOOLKIT

This toolkit is designed to make it as easy as possible for you to share and promote This Girl Can With You across the organisations and individuals in your networks. Whether you already work within the sport and physical activity sector or you want to use activity as part of a wider agenda, this toolkit will help you spread the word about the next phase of this ground-breaking campaign.

If you want to help the organisations and individuals in your network to get more women and girls active, this toolkit will help.

Our research shows that 2.4 million fewer women than men strongly agree they enjoy getting active - this is what we call the enjoyment gap.

The enjoyment gap matters because enjoyment is one of the primary drivers of activity; but it is not inevitable, we can and must close it.

No one knows your communities, and the people within them who make activity happen, better than you.

So, please help us on our launch day of 28 February - and beyond - to call on our industry to close the enjoyment gap.

Let's work together to close the enjoyment gap and get more women moving for good.

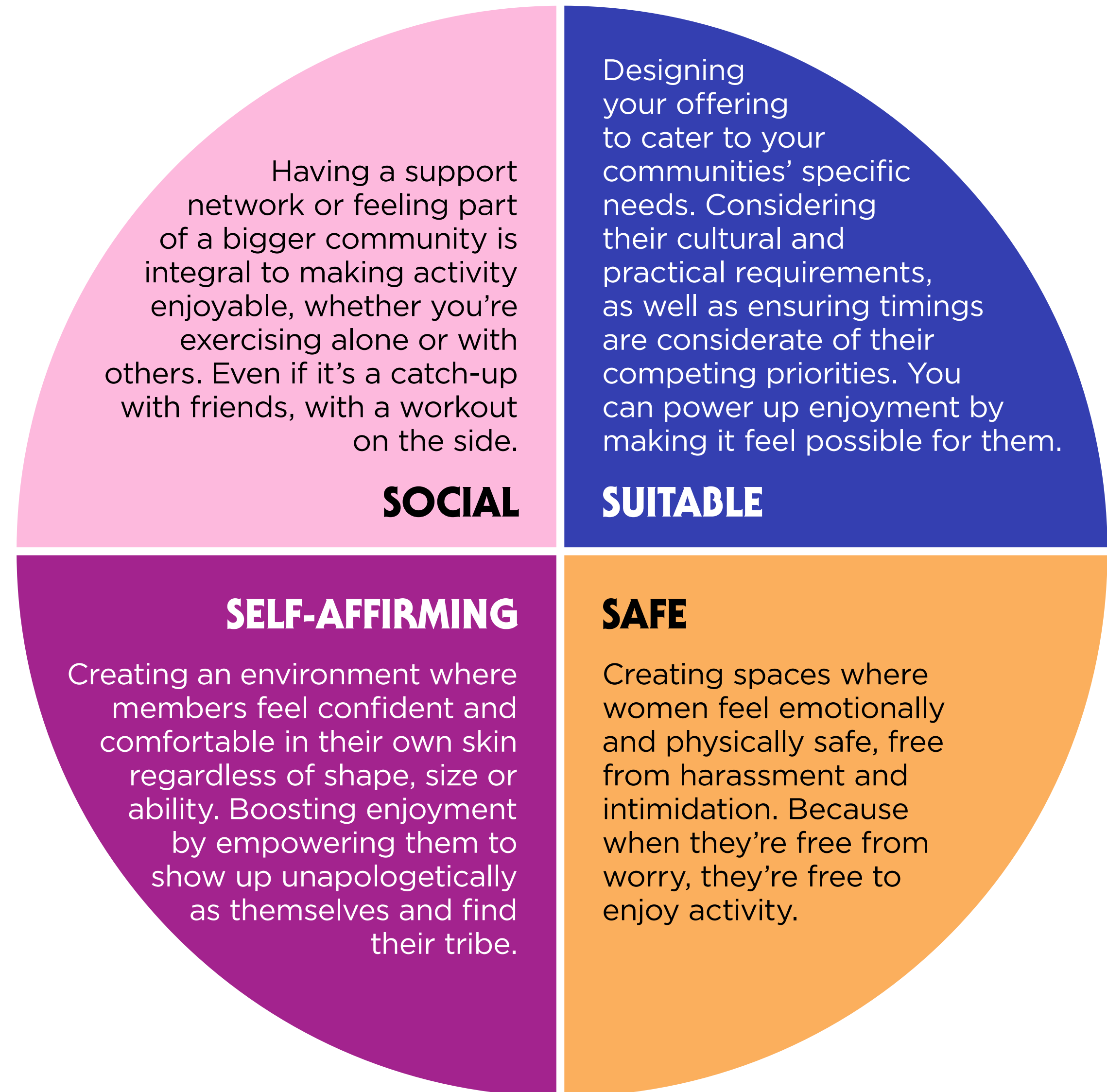
ACTION AREAS



THE 4 ACTION AREAS

This year, This Girl Can will focus on four key action areas that, if addressed, will help more women feel that getting active is a more satisfying, enjoyable experience.

ACTION AREAS



HELP US GET PEOPLE TALKING

We need to get people thinking and talking about the enjoyment gap and what they can do to close it. We need your help to generate awareness and stimulate conversations. Together, we can make this launch a success and ensure no woman is left behind.

Here are some ways your support can make a difference across a number of channels.



Website

Share details of the campaign on your website. Create a new page or update your existing This Girl Can pages, embedding the new films and messages.

Assets available to help: **key messages, films, photography and motivational mantras.**



Email and newsletters

Create a specific email to send to your networks, or add news of the launch into your regular newsletters.

Assets available to help: **key messages, long/short copy, films and photography.**



Social media

Post on your channels to support the launch and beyond.

Assets available to help: **Content calendar, social copy, films, photography and motivational mantras.**



Internal

Share the campaign internally via intranet, webinar or face-to-face events so your colleagues can embed our new insight and resources into the work they do with partners.

Assets available to help: **Enjoyment Gap Deck, long/short copy and films.**



Event/workshop

Hold a webinar or face-to-face event for your local delivery partners to launch the new campaign across your networks and communities.

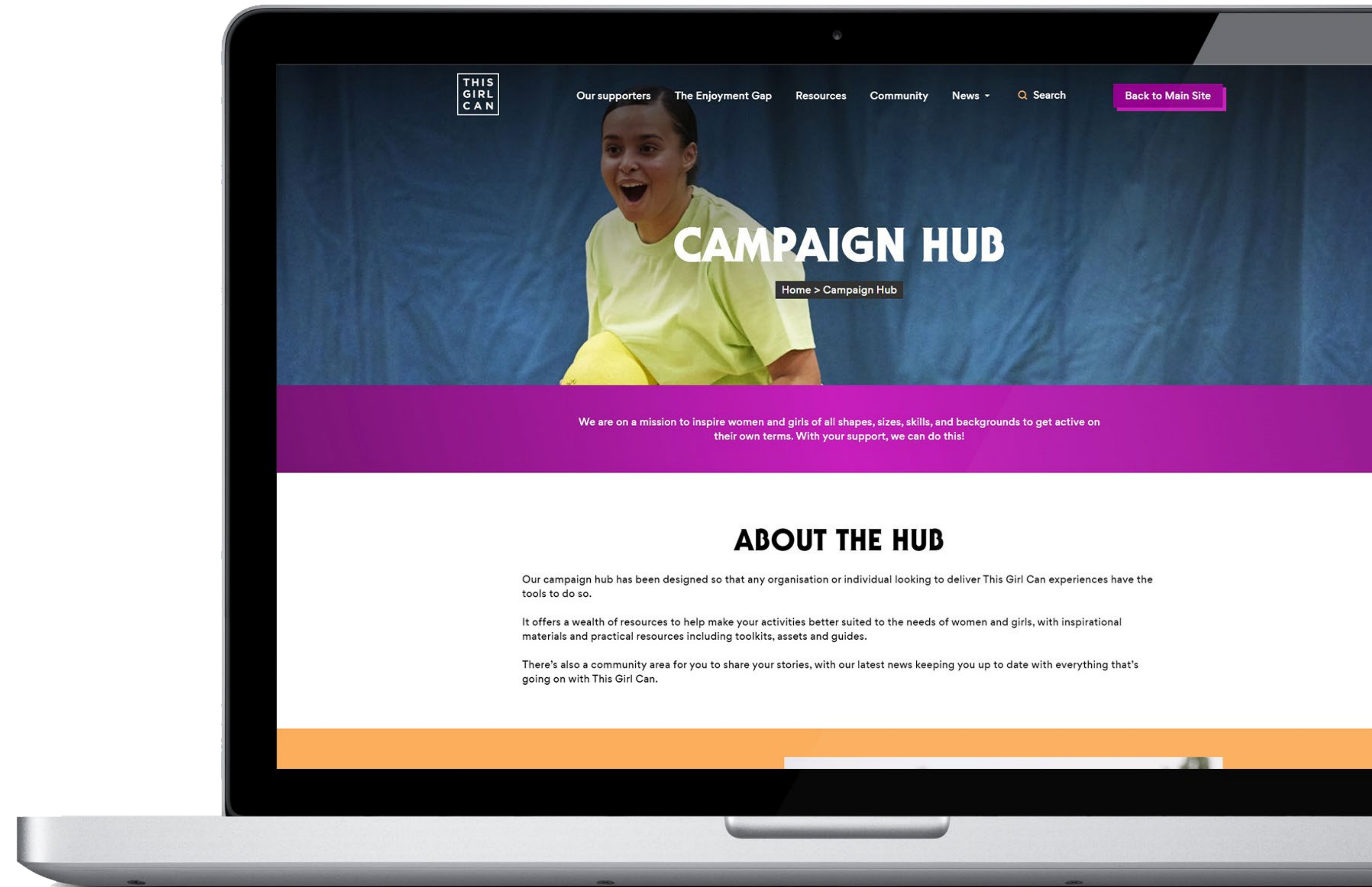
Assets available to help: **Enjoyment Gap Deck, campaign introduction, photography, films and worksheets.**

OUR NEW CAMPAIGN HUB

**We have a new campaign hub
ThisGirlCanWithYou.com**

It's designed for any organisation or individual that is delivering on-the-ground experiences for women. It offers our latest insight, inspirational materials and practical resources to help them make their activities better suited to the needs of women and girls, and ultimately more enjoyable.

The key call to action from the launch is to visit this new campaign hub and to use the resources there to help close the enjoyment gap. The resources in this toolkit are designed to support you in sharing that call to action with your networks.



RESOURCES AVAILABLE

We've created a new range of resources to make it easy for you to share This Girl Can With You assets with your networks and local activity providers from 28 February 2023 onwards.

The resources include:

Key messages

Campaign introduction for activity providers

Enjoyment Gap long and short-form copy

Enjoyment Gap Presentation Deck

Campaign films

Photography

Social media assets and copy

Please note: If you've not already registered as a This Girl Can supporter you will need to do so first, as you need to be signed in to access these resources.



CAMPAIGN COPY

Key messages

We've created some key messages to help you talk about the enjoyment gap.

Campaign introduction

We've also created a one-page campaign introduction aimed at activity providers, summarising the campaign and giving ideas for how to make activity more enjoyable for women.

This is available as a downloadable pdf [here](#).

Enjoyment Gap copy

We also have long-form and short-form copy articulations that introduce the enjoyment gap and the four action areas and issue a rallying cry, asking people to help us close the gap.

These are available as a downloadable pdf [here](#).

Key messages:

Our research shows 2.4 million fewer women than men strongly agree they enjoy sport and physical activity. We call this the enjoyment gap.

The enjoyment gap matters because enjoyment is the biggest driver of activity.

It's time to take a stand against the enjoyment gap. The gap is not inevitable. With your help, we can close it. Working together, we can reshape women's experience of activity and help them feel like they belong.

We've identified four action areas where activity providers – the people and organisations who make sport and physical activity happen – can help shrink that enjoyment gap once and for all.

You can use this copy across website, email, newsletter and internal comms channels.

THE ENJOYMENT GAP PRESENTATION DECK

We want to work with individuals and organisations throughout the industry. This presentation deck has been created to help explain this new phase of the campaign, and to equip your teams with insights and inspiration to improve women's experiences of sport and activity.

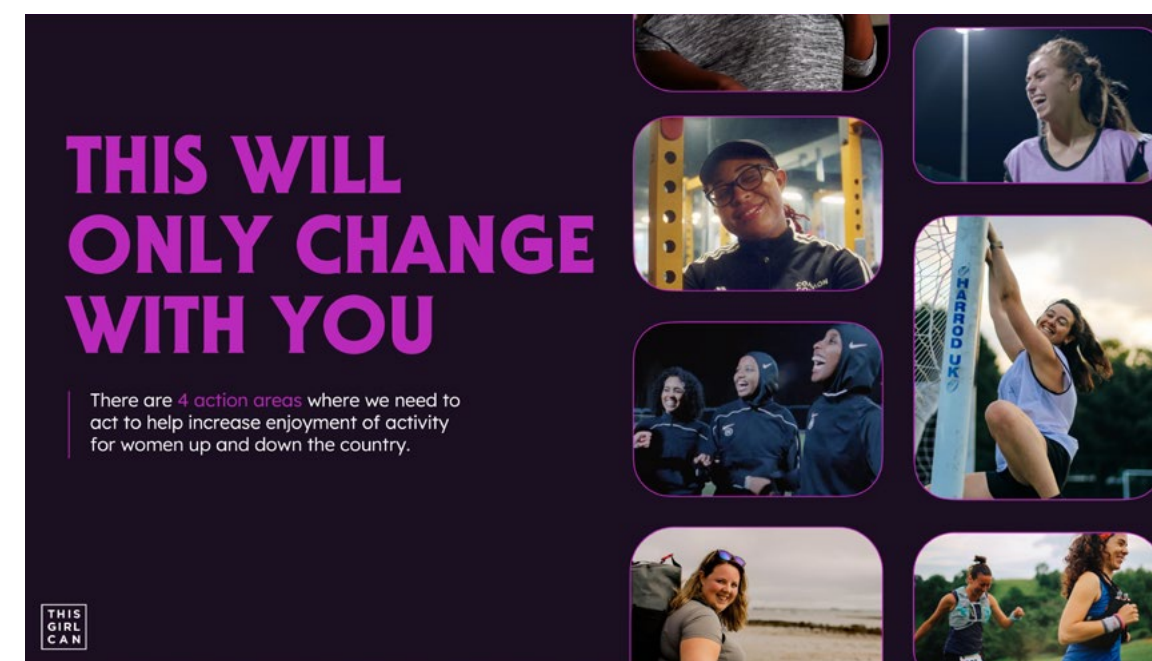
The deck covers our strategy for tackling the enjoyment gap, including explanations of the four main action areas (social, suitable, safe, self-affirming) and the move for This Girl Can from an advertising campaign towards a people-led model.

It also introduces the four organisations featured in our case study films who each represent one of the four action areas.

The entire deck can be downloaded with or without TGC fonts.

This is available for download [here](#).

You can use this deck across website and internal comms channels.



ENJOYMENT GAP HERO FILM

The enjoyment gap hero film is a great introduction to the enjoyment gap and showcases four projects that are already reaching more women by doing things differently.

Please note that, for licencing reasons, films cannot be used by partners with paid media.

This is available for download [here](#).

You can use this video across any comms channels (see p5 for suggestions).



Enjoyment Gap Hero film

CAMPAIGN FILMS

The four case study films showcase some of the amazing people and projects that are already actively using the key action areas. The ones who go the extra mile to welcome everyone to take part, no matter what their ability or background. The ones who dismantle the barriers that hold people back and build communities and teams where women and girls feel able and willing to move more.

Please note that, for licencing reasons, films cannot be used by partners with paid media.

Download the films [here](#).

You can use this video across any comms channels (see p5 for suggestions).



SOCIAL: TGC x Muslim Girls Fence – By bringing together women from different ages and backgrounds to enjoy both fencing and socialising, coach Binni shows what happens when you listen to your community’s needs.



SUITABLE: TGC x Welcome Gym – Instructor Denise explains how she’s making working out fun for women of all ages, backgrounds and ability levels.



SELF-AFFIRMING: TGC x Goal Diggers – Find out how Goal Diggers FC, set up to make football more accessible to all women and non-binary people, is helping to put the ALL in football.



SAFE: TGC x Black Girls Do Run – This running community shares how they’ve created a space where women feel physically and emotionally safe and free to enjoy activity.

CAMPAIGN PHOTOGRAPHY

We have developed a set of images, taken from the four case studies, to help you spread the message of the campaign to local activity providers in your networks.

We have 21 different images available ready for activity providers to use, available in 16:9, 1:1 and 9:16 formats.

We also have a range of images available in 1:1 formats with motivational mantras to inspire your audience to get moving.

Please note that, for licensing reasons, photography cannot be used by partners with paid media.

Download imagery [here](#).

You can use this video across any comms channels (see p5 for suggestions).



SOCIAL MEDIA

We need your help to get people thinking and talking about the enjoyment gap and what they can do to close it.

Here's a suggested content calendar and a selection of social media posts you can use across your platforms to raise awareness and stimulate conversation.

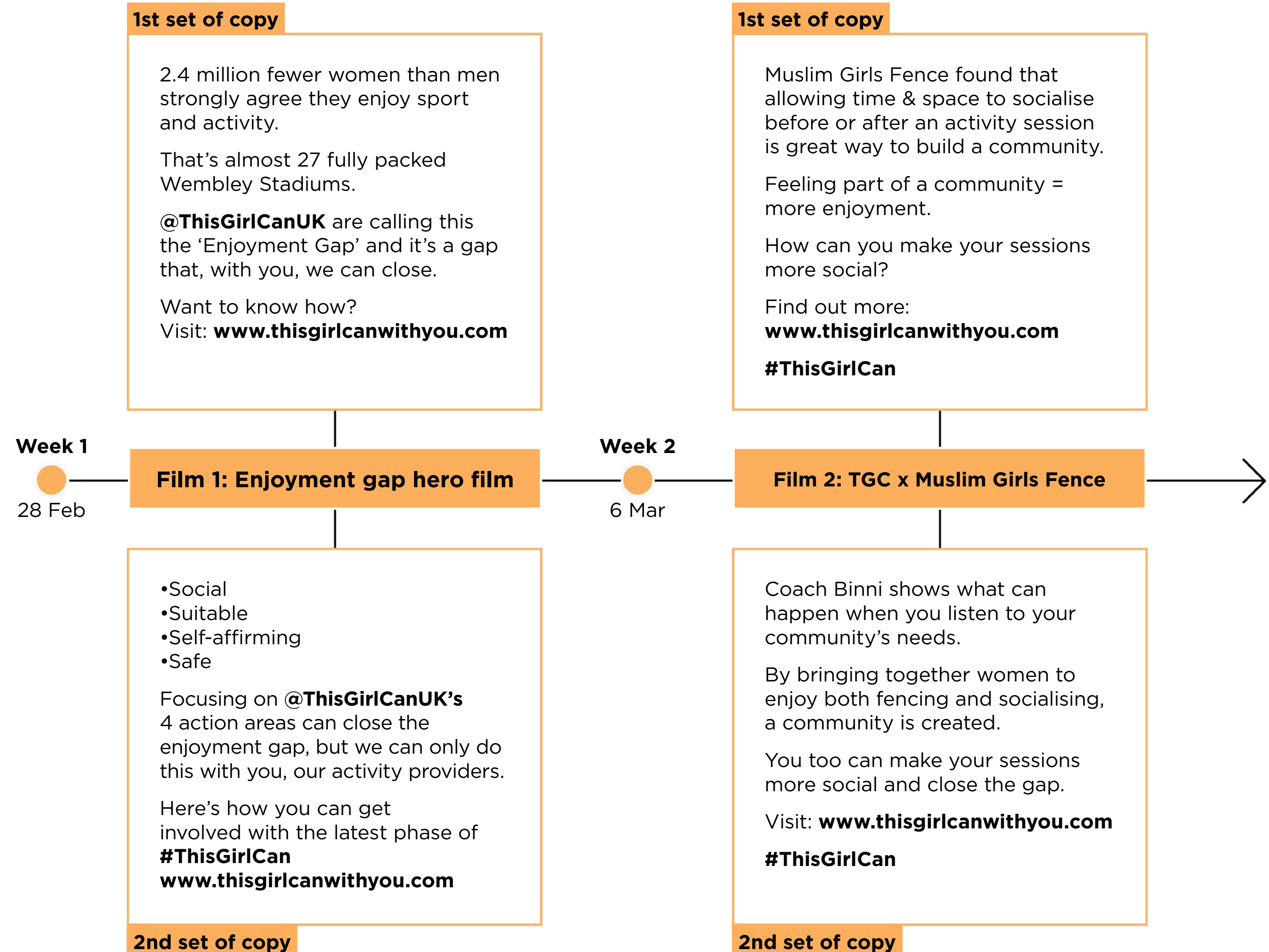
Every post, every link, every film viewed really does make a difference.

Please note that for licensing reasons, assets cannot be used by partners with paid media.

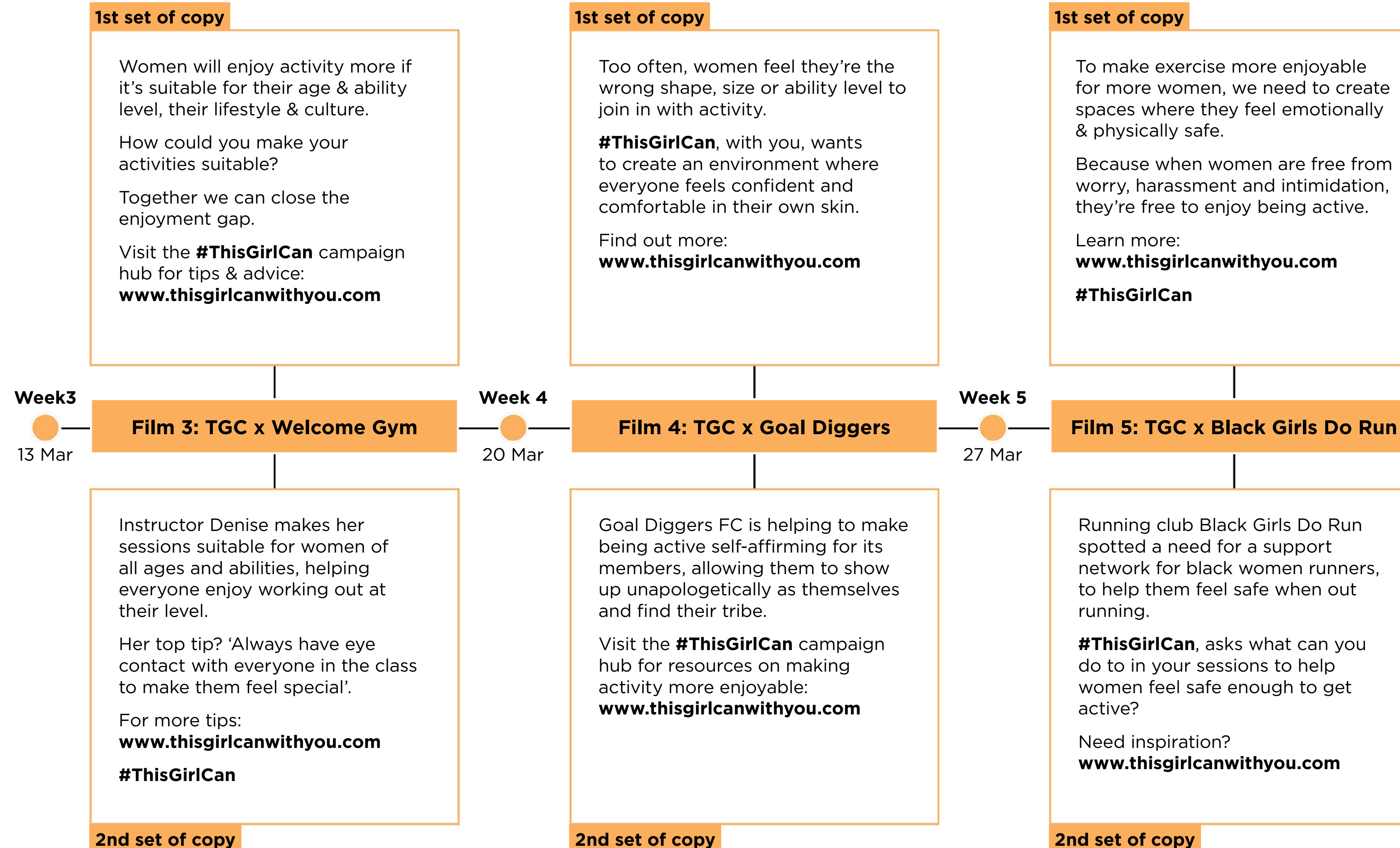
You can use these assets across these channels:



Our social media copy has been written with Twitter character limitations in mind – please amend handle for other platforms.



SOCIAL MEDIA



TGC handles:

Twitter
@ThisGirlCanUK

Facebook
@ThisGirlCanUK

Instagram
ThisGirlCanUK

LinkedIn
@This Girl Can

#ThisGirlCan

You can use these assets across these channels:



Our social media copy has been written with Twitter character limitations in mind – please amend handle for other platforms.

Please note that for licensing reasons, assets cannot be used by partners with paid media.



THANK YOU

**Thanks for continuing to support
This Girl Can.**

We hope you find this launch toolkit useful.

If you would like to get in touch, please email us at
thisgirlcan@sportengland.org

If you need guidance on using campaign elements when creating your own communications, you can download the brand guidelines **[here](#)**.

Just imagine what we could achieve together.

**THIS
GIRL
CAN**