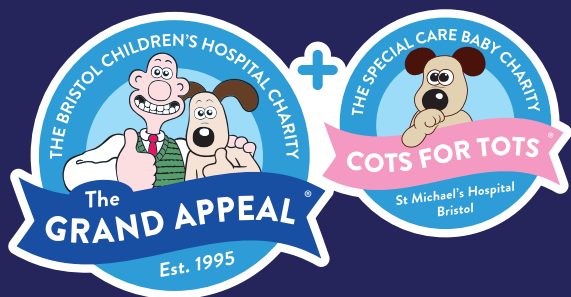




FOR BRISTOL CHILDREN'S HOSPITAL



With the growing energy prices, we're hugely grateful to you for getting involved this year. We know lighting up your home may not be feasible, but you can still get creative with your displays in cost-effective ways.

To help spark inspiration, we've written a blog with lots of cost-effective ways to create your Shine Bright display. [You can find it here.](#)

SOCIAL MEDIA TOOLKIT 2025

Thank you for being part of The Grand Appeal's 2025 Shine Bright for Bristol Children's Hospital display! We're so excited to have you with us.

This year, we need your help to raise money for The Grand Appeal's Patient Hotel.

This ground-breaking facility will be a lifeline for families during their most challenging times, offering a comforting home away from home just moments from Bristol Children's Hospital.

As the first in the UK, the hotel provides a peaceful space for parents to stay close to their children and features dedicated therapy facilities. These vital services give families the emotional and practical support they need, helping them navigate their hospital journey. Your generosity this Christmas will ensure families stay together and children can access the care they need.

[You can also find more information on our website.](#)

SOCIAL TAGS

To help spread the word and bring more attention and funding to the wonderful children's hospital and NICU, we ask that you post to social media where you can, showing off your display and encouraging people to come and visit it.



Make sure you tag The Grand Appeal using:
@TheGrandAppeal
and on LinkedIn at
@Wallace & Gromit's Grand Appeal

If you are fundraising for the Neonatal Intensive Care Unit, you can also find Cots for Tots on Facebook and X and use **@CotsforTots**.

You can also use the hashtag **#ShineBright**.

Be sure to include your JustGiving page link too – you're likely to raise more by sharing it with your friends and family.

SAMPLE CONTENT

IF YOU'RE SUPPORTING BRISTOL CHILDREN'S HOSPITAL...



These are just example posts to inspire your content – please feel free to edit the wording to suit your own style, fill in the gaps with the relevant information and be as creative as you like.

IF YOU'RE SUPPORTING NICU...



IMAGES

Make sure you take some photos or a short video of your fantastic display, so people know what to look out for when they're coming to visit.

Head to our [website](#) to download some ready-made graphics you can share on social media. You'll also find some amazing images of past displays if you're in need of inspiration.

All that's left to say is thank you for being part of Shine Bright for Bristol Children's Hospital 2025.

We can't wait to see what you come up with – we're sure it'll be amazing.