

# THE GREAT GET TOGETHER

INSPIRED BY JO COX



"We are far more united and have far more  
in common than that which divides us".  
Jo Cox, first speech to parliament

# WHAT IS THE GREAT GET TOGETHER?

*The **Great Get Together** is at the heart of **The Jo Cox Foundation's** vision for a nation of strong, compassionate communities in a country which is both proud of its diversity and celebrates the things we have in common.*

*It takes place every year on the weekend of Jo Cox's birthday in June....*



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...BUT WHAT \*IS\* IT?

LET US SHOW YOU.

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# MORE IN COMMON ICE BREAKER

*5 minutes*

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# INVISIBLE SIMILARITIES

*10 minutes*

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# A NATIONAL MOMENT OF UNITY



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Jo Cox's life was defined by her compassion and dedication to social justice. She worked tirelessly for a fairer, kinder and more tolerant world. She was a colleague, a friend, a wife, a daughter and a sister. Above all, she was a mother to two beautiful children.

The public reaction to Jo's death – in Yorkshire, across Britain and around the world – showed that the values she lived by are widely shared. A week later, thousands of people came together in towns and cities across the UK to celebrate her life and her belief that we have **More in Common** than that which divides us.

An extremist act designed to tear the country apart had, inadvertently, helped bring people and their communities closer together. **The Great Get Together** was born.



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IN 2019

**720,000**

people took part in

**11,000**

events

# 2019 CAMPAIGN IMPACT



# OUR IMPACT

- **71%** of those surveyed said The Great Get Together helped unite their community
- **51%** of attendees said that they met someone new
- **71%** told us The Great Get Together helped them feel less lonely
- **66%** felt more hopeful about the future

# OUR REACH

- 33 million unique social media users reached
- 59.4 million impressions earned
- 636 print, online, and broadcast pieces published



# GGT IN YOUR COMMUNITY

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# PLANNING YOUR GGT: ESSENTIAL INGREDIENTS

1. PEOPLE & INVITES

3. SHARED ACTIVITY

2. ACCESSIBLE  
LOCATION

4. GINGHAM

# PLANNING YOUR GGT: RESOURCES

1. FREE EVENT KITS
2. PRINTABLE RESOURCES
3. GUIDANCE AND IDEAS
4. LOCAL FUNDING
5. ONLINE COMMUNITY



# PLANNING YOUR GGT: CASE STUDY

*Laura wanted to plan an outdoor, picnic-style event with free activities where everyone in her community could feel welcome.*

## LOCATION

The garden of a local B&B/Pub was the perfect setting for Laura's Great Get Together. She knew the business had supported other charity events in the past and so she approached them about the Great Get Together. They agreed to let her use the space for free and the event was also covered by the venue's insurance.

## INVITES

To spread the word about her event, Laura utilised social media and also made links with local food banks, who could promote the event as a free fun day out for families who Laura may not have found in her own network. Reaching out to the wider community to invite in people you may not know already is what makes Great Get Togethers truly special.



## FOOD & FUN

Laura encouraged families to bring their own picnic and enjoy the free activities. She crowdfunded £100 to provide a bouncy castle on the day and bought some crafts and garden toys.

## LOCAL IMPACT

Laura encouraged people to leave their picnic blankets, which she donated to a homeless charity in Liverpool. The venue also brought lots of people into a part of town that they had never been to before, helping to bridge parts of the community that didn't normally mix.

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# PLANNING YOUR GGT: BRAINSTORM ACTIVITY

(10 minutes)

## Questions to reflect on:

- What would TGGT look like in your community?
- Where would it be held?
- What activities, hook, or venue could you utilise to bring together a cross section of your community?



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# SAVE THE DATE

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19 - 21 JUNE 2020