

ESTABLISHED 1991

**THE BIG
ISSUE**



HELLO

I can't thank you enough for coming on board to support The Big Issue during this crisis. The Big Issue has always been about empowering our vendors and their local communities. Right now with the country still in lockdown, we are looking to the UK community more than ever for support.

Don't let what's happening now be the end of our journey.

The Big Issue is a social enterprise, launched 29 years ago to give the country's homeless a hand up, not a hand out. Creating opportunity through self-help, social trading and business solutions.

All of this great work is at risk.

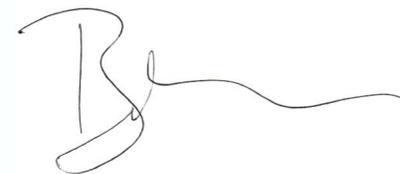
As a result of the Coronavirus crisis, for the first time since launch, we had to take the difficult decision not to sell a magazine on the streets, and asked our vendors to stop selling for their own health and safety. We are acutely aware of the impact that this loss of earnings has had on vendors and our organisation as a whole. We have moved quickly to adapt our business model in new and innovative ways, to offer a level of support to our vendors through this crisis.

But without you, we'll fail.

By taking on our Sell a Sub challenge today, you can help sell The Big Issue online on behalf of our vendors who can't sell on the street right now. By supporting us and vendors in this way, we're hoping to use the power of people to keep providing support for our vendors.

Our vendors are missing their customers, they miss the interactions, the moments of feeling part of the local community. They miss you. Be part of this movement and give back a moment of your time to those who need us the most.

So thank you for helping right now. It means everything to us.



Lord John Bird MBE
Founder and Editor-In-Chief of The Big Issue



YOUR NEW ROLE: AN ASSOCIATE BIG ISSUE SELLER

During this Crisis we're asking you to take on a new challenge to support our vendors for a week and help sell The Big Issue through your network.

Without you we can't keep making the magazine and supporting our vendors in this critical time.

YOUR CHALLENGE

We'd like you to become an Associate Big Issue Seller. Your challenge is to sell 3 subscriptions to The Big Issue magazine to 3 family and friends in the next 7 days to help us continue supporting our vendors through this crisis.

To help make it easy, we've created various social media posts, images and a whole host of bits you can copy and paste to get the message out there. If you can do this, we can continue to support our vendors and change lives.

Once you've completed your challenge, tell us all about it social@bigissue.com or why not challenge someone to sell 3 more subs to their friends and family and continue to pass on the support!

The links you'll need to share are below:

- Subscribe to get the print magazine delivered through your door [[here](#)]
- Download the app on Android [[here](#)] or iOS [[here](#)]

USING YOUR SOCIAL MEDIA TO TELL OTHERS ABOUT YOUR INVOLVEMENT

1 Firstly, we've made three different images for you to use on your social media channels, please use your favourite one!



2 Secondly, we've written the text for your social media posts as a suggestion. Feel free to copy and paste, or change as you like!

OPTION 1:

I'm taking on the Sell a Sub challenge to help Big Issue vendors in their time of crisis. I'm aiming to get at least 3 of my friends and family to buy Big Issue subscriptions in the next week to support vendors. To sign up, head to their website: bigissue.com/latest/sellasub

OPTION 2:

During this time of crisis, I'm supporting The Big Issue in their Sell a Sub challenge. Ask me how you can help or click here to find out more: bigissue.com/latest/sellasub