



Supporters Kit



**Together, we're building a healthier,
happier and more connected industry.**



Show your support for NABS today in 3 easy steps:

1. Download a social graphic
2. Copy a post
3. Share today and tag NABS:



@nabs



@nabs_uk

**We'll do our best to like, comment on or share
your post!**



Dear Supporter,

By supporting NABS, you're helping ensure that people across advertising, marketing and media have somewhere to turn when they need advice, support, connection or a way forward.

We're incredibly grateful for everything you do.

To help you share your support and encourage others to get involved, we've created this supporter pack. Inside you'll find ready-to-use social posts, suggested copy, graphics and resources to make spreading the word as easy as possible.

Every post, share and conversation helps raise awareness of NABS, celebrates our industry's commitment to mental wellbeing, and inspires others to say Yay too.

Thank you!

Team NABS



Why showing support for NABS matters more than ever:

5,300 calls to our advice line from people seeking clarity & support through redundancy, burnout, bereavement and more in 2025.

1 in 4 calls focused on specific mental health concerns

Over the past five years, more than 25,000 people across advertising, marketing and media have turned to NABS for help.

In 2025 NABS **helped 17% more people through therapy**, providing specialist support for those who need deeper and sustained help.





Here's what your support powers:

A confidential listening ear via NABS advice line

Call us on 0800 707 6607 or nabs.org.uk/get-help

Expert advice through the ups and downs of life and work

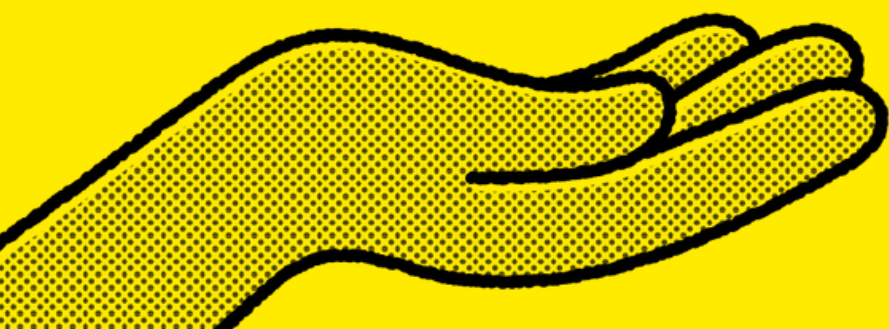
nabs.org.uk/advice

Hundreds of free workshops to help you move forward

nabs.org.uk/training

Upskilling and Support Grants to help people through difficult situations

nabs.org.uk/about/how-we-can-help-you





Always in our industry's corner.

“The most helpful, patient and understanding support I’ve ever received over the phone”

“I was stressed and upset with my current situation and after speaking to NABS I am full of hope, and even excited about the future. I felt so heard and supported. Thank you so much, this is one of the best things that was recommended to me!”

“I don’t know where I’d be without NABS, truth be told. I’m so grateful for such a gentle, compassionate resource in such a stressful industry “

**Real feedback
from people
NABS helped**



Example social media post #1

“Where to turn”

Quick Q:

If someone in your business was struggling tomorrow, would they know where to turn?

One of the reasons we're proud to support NABS is because they provide heartfelt support to people across advertising, marketing and media when they need it most.

That's why we're delighted to donate to NABS and support the work they do.

For anyone who wants to know more about NABS - check out

nabs.org.uk



Example social media post #2

“Playing our part”

Our industry does incredible work, but it can also be demanding.

That's why we're proud to support NABS, the industry's charity, which provides advice, training and support for people working in advertising, marketing and media.

Over the past five years, more than 25,000 people have turned to NABS for help.

We're pleased to play a small part in helping make that support available when it's needed most.

Learn more: nabs.org.uk/support-nabs



Example social media post #3

“Shout out”

Today we're giving a shout-out to NABS 🧡

Their work helps people across our industry access advice, support, training and a confidential listening ear when they need it most.

We're proud to support what they do.

Learn more: nabs.org.uk/support-nabs



Example social media post #4

“Did you know?”

Did you know?

Over the past five years, more than 25,000 people across advertising, marketing and media have turned to NABS for support.

That's why we're proud to support their work.

Because everyone deserves somewhere to turn when they need help finding their way forward.



nabs.org.uk/support-nabs



Example social media post #5

“People”

Our business depends on people. Creative people.

Commercial people. Brilliant people.

And sometimes those people need support.

That's why we're proud to donate to NABS.

Over the past five years, more than 25,000 people across advertising, marketing and media have turned to NABS for help.

We're delighted to play our part in making sure that support is there when it's needed.

nabs.org.uk/support-nabs



Or - create your own social post

Share why you care in four sentences!

1. Why does this matter to us/me?

What do you believe is important about mental wellness in our industry? What experience led you to this moment

2. Why NABS?

Why do you choose to support a charity like NABS?

3. How do you support NABS?

What action have you taken? Donated? Gone to an event?

4. Why should others care?

What do you hope happens next if more people supported NABS?

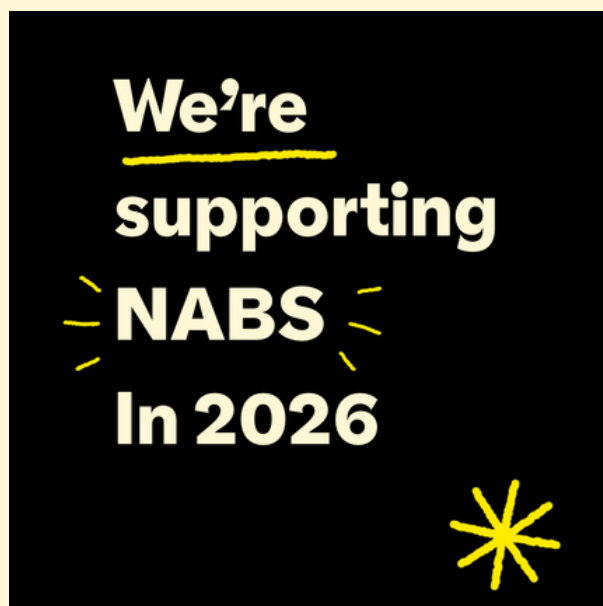
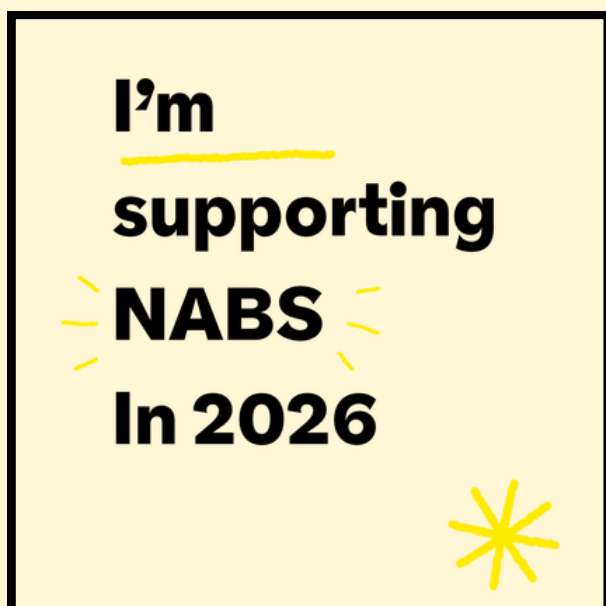
Call to action:

Visit [**nabs.org.uk/support-nabs**](https://nabs.org.uk/support-nabs)



Social media graphics

Copy a post from pages 7-11, download a graphic and tag @nabs / @nabs_uk.



Scan or click to DOWNLOAD



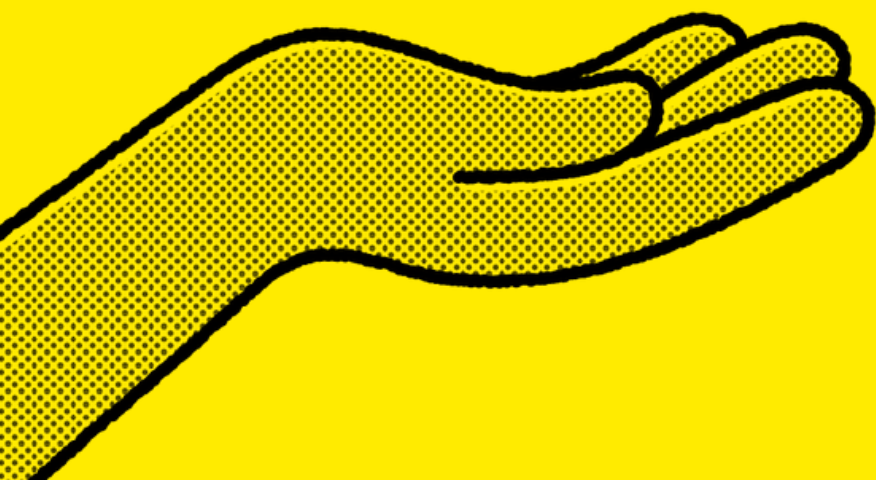
Want to do more?

[Fundraise for NABS >](#)

[Sponsor an event>](#)

[Join The Yay List>](#)

[Book NABS training>](#)





**If you have any
questions about how to
use this pack or
suggestions to improve
it, please let us know at:**

comms@nabs.org.uk