

# Mission #3 Digital Pack

## CoppaFeel! x NatWest Group - Company Ambassador Scheme

### Lunch and Learn promo guide

This is your chance to get CoppaFeel! (and you!) on your colleagues' radar.

This guide is full of quick, low-effort ways to promote your session, plus invites you can copy/paste straight into chats, emails, and internal channels.

#### What you're promoting

A 30-minute Lunch & Learn on:

- Breast cancer awareness
- Chest checking
- Knowing what's normal for you
- What to do if you notice a change

Delivered by you, using CoppaFeel!'s ready-made slides (PIF approved and super easy to use).

### Before you start

#### Checklist

Before you post anything, make sure you have these ready:

- Session date and time
- Session location (e.g. meeting room), or an online link
- Calendar invite (highly recommended!)

# Practical tactics to promote the session

You don't need to do everything. Choose a few that feel easy for you.

## 01. Post in group chats

Use any Slack/Teams/WhatsApp groups you're already in:

- Your team
- Grad cohort
- Department channel
- Office location group
- Employee network chats

Top tip: Including a calendar invite = more bums on seats. People are way more likely to attend if it's in their diary.

### Example message:

#### **Lunch & Learn – Breast cancer awareness & chest checking**

I'm hosting a short CoppaFeel! Lunch & Learn on breast cancer awareness and chest checking. It's a practical, inclusive session for colleagues of all genders, focused on helping you feel confident knowing what's normal for your chest and what changes to look out for.

Join us: [DATE], [TIME]

Where: [LOCATION / ONLINE LINK]

## **02. Ask someone to reshare**

If you can, ask someone with a bigger audience to repost it, like:

- A grad lead
- A network chair
- A team leader
- An internal comms contact

This can help you reach new audiences and boost attendance.

### **Example message:**

Hey there! I'm hosting a CoppaFeel! Lunch & Learn next week and I'd love to get it in front of more people. Would you be happy to reshare this in [INSERT CHANNEL, e.g. your team's group chat]?

Here's the blurb + calendar invite: [PASTE COPY]

## **03. Internal comms**

You might have newsletters going out to NatWest Group staff or networks.

Employee-led networks are perfect for this and can help you reach new audiences. Read on for tips to tailor your message to match the network's interests (e.g., women's health, inclusion, sustainability).

## 04. Soft promo in-person

If you're in the office, casual mentions go a long way. Try dropping it into conversation when you're:

- making tea
- walking to a meeting
- grabbing lunch
- chatting after a call

Keep it light and easy:

- "It's only 30 minutes"
- "I'll have free merch you can take home, e.g. badges, stickers"
- "It's for all genders"

If it's in-person, offering freebies (and snacks!) really helps get bums in seats.

## 05. Posters

Digital fatigue is real! Cut through the noise with a good, old-fashioned poster.

Prime locations include:

- near coffee machines
- staff kitchens
- by the printer
- meeting room doors
- noticeboards
- break-out areas

## 06. Mini drop-in stall

If you've got time, you can drum up some interest with a 30–45 minute "mini stall" in a shared space once or twice before your session. Try a staff kitchen, or high traffic area.

You can:

- hand out a few stickers or leaflets
- chat to people about CoppaFeel! and your volunteering
- invite them directly to the session

# Tailoring your invite

It's important to understand why people might want to come to your lunch and learn.

Think about their "why" - why would this session appeal to them?

- Wellbeing / health tips
- Gender equality / empowerment / body positivity
- Inclusion & equity

**For example, let's look at how we could tailor our invite for a few of NatWest's Employee-led networks...**

## Gender Network

**(interests: women's health, women's empowerment)**

### Let's talk breast health

1 in 7 women will be diagnosed with breast cancer in their lifetime. Join me for a short CoppaFeel! Lunch and Learn on breast cancer awareness and chest checking. It's practical, inclusive, and designed to help you build healthy checking habits for life. You'll leave knowing what to look out for, and how to feel more confident about your breast health.

Join us: [DATE], [TIME]

Where: [LOCATION / ONLINE LINK]

Add to calendar: [CALENDAR INVITE]

**Multicultural Network**

**(interests: health inequity, inclusive health information)**

**Let's talk breast cancer (and early detection)**

Breast cancer doesn't discriminate, but access to health information can. Black and South Asian women face higher rates of late-stage diagnosis than white women. Join me for a short CoppaFeel! Lunch and Learn on breast cancer awareness and chest checking. It's for all genders, and focused on helping more people spot changes early and feel confident taking action. Early detection saves lives.

Join us: [DATE], [TIME]

Where: [LOCATION / ONLINE LINK]

Add to calendar: [CALENDAR INVITE]

**Rainbow Network**

**(interests: health inequity, transinclusive health information)**

**Trans-inclusive session on chest checking**

All genders have breast tissue, so breast cancer awareness is for everyone! I'm hosting a short CoppaFeel! Lunch and Learn on breast cancer and chest checking, designed to be inclusive of all genders, bodies, and identities. It's practical, confidence-building, and focused on how to check your chest and build it into your routine. There'll also be free resources to take away.

Join us: [DATE], [TIME]

Where: [LOCATION / ONLINE LINK]

Add to calendar: [CALENDAR INVITE]

## Multicultural Network

(interests: sustainability, reducing pressure on the NHS)

### Early detection saves lives (and supports the NHS)

This might be the most unexpected “sustainability” Lunch and Learn you’ll attend. I’m hosting a short CoppaFeel! session on breast cancer awareness and chest checking - a small habit that can make a big difference. Early detection can mean simpler treatment and better outcomes, which helps reduce pressure on the NHS. The session is for all genders, and focused on spotting changes early and feeling confident taking action.

Join us: [DATE], [TIME]

Where: [LOCATION / ONLINE LINK]

Add to calendar: [CALENDAR INVITE]

## HomeLife Network

(interests: family lifecycle, fertility)

### Know your normal, for life

Your chest changes throughout your life: from early adulthood through pregnancy, breastfeeding, menopause, and beyond. But no one really tells you what “normal” is, so let’s talk about it. Join me for a short CoppaFeel! Lunch and Learn on breast cancer awareness and chest checking. We’ll cover what changes to look out for, when to speak to your GP, and how to build checking into your routine. It’s inclusive, for all genders, and includes free resources to take away.

Join us: [DATE], [TIME]

Where: [LOCATION / ONLINE LINK]

Add to calendar: [CALENDAR INVITE]

# Following up

Lunch and Learns are great fun, but sometimes your audience can't take everything in at once. A friendly follow-up email helps them revisit key points and gives them resources to explore further.

**Important: We don't allow sharing the slide deck itself, so don't attach or circulate it. Instead, share helpful resources and links.**

## **Subject: Thanks for joining today's Lunch & Learn!**

Hey there,

It was lovely to meet you all earlier today! Thanks so much for joining the session. I'm following up with a few links to some helpful resources you might like to explore:

### **Free Reminders**

Sign up anytime to receive CoppaFeel!'s [free monthly SMS, email or calendar reminders](#). You can also order free materials via the [Materials & Resources page](#), including awareness packs, fundraising packs, and my personal favourite - the [shower/mirror stickers](#).

### **The Self-Checkout**

CoppaFeel!'s award-winning web app [The Self-Checkout](#) guides you through chest-checking step by step. Perfect if you're new and want some extra help getting started.

### **Dying To Live Documentary**

Request access via CoppaFeel!'s website to our founder Kris' documentary, [Dying To Live](#), which explains why the charity was founded.

### **Breast Awareness Talks in your community**

CoppaFeel! volunteers deliver awareness talks in schools, colleges, and youth and community groups. You can [book a volunteer](#) to visit your children's schools or other local groups to help spread the message.

Thanks again for joining me today, it was a real pleasure.

Warm wishes,

[Your name]