



Imperial Society of
Teachers of Dancing

Support Dance Teaching

Supporter pack



Your **gift**. Their dance teaching **future**.





Thank you for helping Support Dance Teaching

– the ISTD's fundraising campaign dedicated to creating opportunities for aspiring dance teachers through bursaries, awards and funding programmes.



Campaign Launch: 5 September 2026
International Day of Charity

Please use these resources
from launch day onwards.

Every year, the ISTD helps individuals overcome financial barriers to access teacher training, qualifications, professional development and community dance projects. These opportunities empower people to develop their skills, achieve their ambitions and share the joy of dance with future generations.

As demand for support continues to grow, we are raising funds to ensure more aspiring and qualified teachers can access life-changing opportunities that might otherwise be out of reach.

This pack contains a range of ready-to-use resources to help you raise awareness of the campaign and share it with your own networks. Inside, you'll find social media graphics, suggested social posts, email and newsletter copy, campaign banners and impact materials that you can download and use from launch day.

Through this campaign, we aim to:

- Support aspiring teachers from low-income backgrounds
- Remove financial barriers to teacher training and qualifications
- Fund professional development opportunities
- Enable innovative community dance projects
- Broaden access to dance education
- Invest in the future of dance teaching

This pack contains a range of ready-to-use resources to help you raise awareness of the campaign and share it with your own networks. Inside, you'll find social media graphics, suggested social posts, email and newsletter copy, campaign banners and impact materials that you can download and use from launch day.

How you can help



Share on social media

Use the ready-made graphics and social copy provided.



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Update your LinkedIn profile

Add the campaign banner and help raise awareness.



Include the campaign in newsletters, emails and your websites

Use the copy provided in this pack.



Share with your networks

Help us reach colleagues, students, parents, members and supporters.



Donate

Support bursaries and awards for aspiring dance teachers.





Resources available

Campaign resources

We've created a range of ready-to-use resources to help you spread the word.

Social media assets

- Supporter graphics
- Donor graphics
- Organisation graphics
- Story assets
- Donation impact carousel

Profile and communication assets

- LinkedIn banner
- Email signature banner
- Website supporter badge

Copy and messaging

- Social media copy
- Email copy
- Newsletter copy
- Website copy



Download the assets most relevant to your channels and audiences.

Key messages

Primary message:

Your gift. Their dance
teaching future.

Supporting message:

Help us open doors for
aspiring teachers and
broaden access to dance.

Use these messages when writing posts,
emails or articles about the campaign

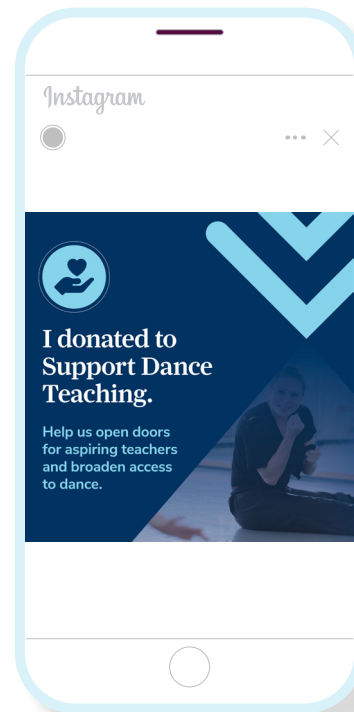


Download: Social media graphics

Ready-made graphics for LinkedIn, Facebook and Instagram.

Available assets:

- Supporter graphic
- Donor graphic
- Organisation supporter graphic



Download a graphic and share it with your networks from 5 September



Supporter and Donor graphic

Organisation Supporter graphic

Download: Story assets

Instagram, Facebook and WhatsApp story graphics.

Perfect for:

- Launch day
- Fundraising updates
- Re-sharing ISTD content



[Download here](#)



Download: Email Signature and website assets



Email Signature Banner

Add campaign messaging to your everyday communications.



[Download here](#)



[Download here](#)

Website Supporter Badge

Show your support on your website, blog or newsletter

Download: Donation impact carousel

Help explain how donations make a difference.

£15

Could help a trainee purchase an essential syllabus book.

£20

Could support travel to training sessions.

£35

Could contribute towards teaching resources.

£70

Could support CPD training.



Download here



£15

Could help a trainee purchase an essential syllabus book

Giving aspiring teachers access to the resources they need to learn, develop and progress.

£20

Could support travel to in-person training sessions

Helping aspiring teachers access valuable learning opportunities and professional development.

£35

Could contribute towards teaching resources and practice materials

Supporting the tools and materials that help teachers build their skills and confidence.

£70

Could support Continuing Professional Development (CPD) training

Helping dance teachers continue to learn, grow and inspire future generations.

Every donation helps us:

- » Support aspiring teachers from low-income backgrounds
- » Fund projects that broaden access to dance
- » Reach more communities through high-quality dance education
- » Create training pathways that may otherwise be out of reach

Together, we can help more people teach, learn and experience dance. **Your gift. Their dance teaching future.**

Help us open doors for aspiring teachers and broaden access to dance.

Donate today
<https://www.istd.org/discover/istd-support-dance-teaching/>
#SupportDanceTeaching

Copy and paste: Social media captions

Use the suggested posts provided or adapt them for your audience.

Includes:

- Personal supporter posts
- Organisation supporter posts
- Donor posts



Copy and paste a post ready for launch day.



Copy and paste: Email, newsletter and website copy

We've prepared ready-to-use wording for:

- Newsletters
- Member communications
- Email bulletins
- Websites
- Blogs



**Copy and paste the content into
your communications.**





Thank you for helping us raise awareness of **Support Dance Teaching**

Every share, post, email and conversation helps create opportunities for aspiring dance teachers.

Your **gift**. Their dance teaching **future**.



Download your chosen assets and help us open doors for aspiring teachers and broaden access to dance.