

Flyer & content pack

Ready-to-share copy for WhatsApp, social and conversations.

How to use this pack

Pick the headline or message that fits where you're sharing — a quick WhatsApp to a parent group, a Facebook post, a printed flyer on a community board. Stick to the wording below so everything stays compliant and consistent.

Headlines you can use

- "Simple, affordable child protection cover — for the moments that matter most."
- "From just a few pounds a month — peace of mind for your family."
- "Trusted by parents, run by a UK-regulated team."
- "A small step today. Real protection tomorrow."

Short WhatsApp / text message

Hi — wanted to share something I've come across. ChildShield is a simple child protection plan from a UK-regulated team. It's a few pounds a month and covers the things you'd hope never happen but want to be ready for. Here's my link if you want a look → [your referral link]

Slightly longer Facebook / community post

As a parent, peace of mind matters — and I've recently come across ChildShield, a simple, affordable child protection plan. It's from a UK-regulated team (Look 4 Cover Ltd) and starts from just a few pounds a month. If any of you want a closer look, here's my referral link — happy to answer general questions, but their team handles all the cover details directly. → [your referral link]

Email-style introduction

Subject: A simple way to protect the kids

Hi [Name], I wanted to flag something that might be useful. ChildShield is a straightforward child protection plan — a few pounds a month, no medical questions, and the team is UK-regulated. Take a look here: [your referral link]. If you have any questions about the cover itself, their team are best placed to answer.

Conversation prompts

When the moment comes up naturally, here's how to mention it.

At a club or activity drop-off

"By the way — a few of us have started using ChildShield. It's a really small monthly thing for protecting the kids if something happened. I can send you the link if you want a look — I'm not selling it, the actual team handles all the questions."

With a friend or family member

"I've put the kids on a really simple cover plan called ChildShield. It's just a few pounds a month and it's there if anything ever happens. Worth a look — want me to send the link?"

Do's & don'ts

- **Do** — share your personal link or QR so referrals are credited.
- **Do** — explain you're a referrer, not an adviser.
- **Do** — pass detailed questions to the ChildShield team.
- **Don't** — recommend, advise on, or sell the cover.
- **Don't** — copy and rewrite our descriptions of the policy.
- **Don't** — run paid ads using the ChildShield name without approval.

Where to find your link, QR & flyers

Sign into your Referrer Hub and head to **Toolkit** → **Share assets**. Your unique link, QR code and printable flyers update instantly when you change your community cause or display name.

ChildShield is a trading style of Look 4 Cover Ltd. Authorised & regulated by the Financial Conduct Authority (firm reference 933245). All copy in this pack is approved for use by Referrers; please don't add or alter wording about the cover itself.