**Older persons Freedom Pass 2020 communication templates**

The following templates are guidelines for communicating the older persons Freedom Pass 2020 renewal campaign.

There are two separate messages to this campaign: one directed at those who have changed their address, and those who have not.

For this renewal, **we will only be contacting those who have changed their address**. Anyone who is at the same address and still eligible will receive their pass automatically. They do not need to do anything.

In order to minimise letters sent, we are aiming to ask as many as possible to change their address in advance.

**Templates for those who have change their address and not informed us:**

**Borough magazine/newsletter/article:**

**Have you changed your address in the last 5 years?**

If you have an older persons Freedom Pass and you have moved address in the last 5 years, you must tell the Freedom Pass team. Older Persons Freedom Passes are renewed automatically but if the address held by the Freedom Pass team doesn’t match your current address, **you may not receive a new pass when your current one expires**.

To remain eligible, you will need to send proof of your address. Documents accepted include a copy of current council tax or utilities bill, and a full list of documents can be found on the Freedom Pass website: [www.londoncouncils.gov.uk/freedom-pass](http://www.londoncouncils.gov.uk/freedom-pass)

Update your record today by emailing a copy of your proof of address to: [info@freedompass.org](mailto:info@freedompass.org) or by post:  Freedom Pass, PO Box 6618, Arbroath, DD11 9AT.

**Tweets:**

If you know someone who has an older persons Freedom Pass expiring in 2020 who has changed their address, make sure they have updated their record or they could miss out on their new card. Find out more: [www.londoncouncils.gov.uk/freedom-pass](http://www.londoncouncils.gov.uk/freedom-pass)

If a friend or family members has an older persons Freedom Pass expiring in 2020 and have changed their address in the last five years, make sure they let us know to make sure they receive their new card. Find out more: [www.londoncouncils.gov.uk/freedom-pass](http://www.londoncouncils.gov.uk/freedom-pass)

**Templates for those who have a pass and are still eligible**

**Borough magazine/newsletter/article:**

**Does your Older Persons Freedom Pass expire in 2020?**

If so and you are still eligible for an older persons Freedom Pass, your new pass will be automatically issued before 31 March 2020. **There is no need to do anything** or contact the team.

If you don’t hear from us, don’t panic! You will receive your pass shortly.

Make sure you are still eligible for the Freedom Pass by checking the Freedom Pass website: [www.londoncouncils.gov.uk/freedom-pass](http://www.londoncouncils.gov.uk/freedom-pass)

**Tweets:**

Do you know someone with an older persons Freedom Pass expiring in 2020? As long as they are still eligible, their pass will be renewed automatically, so there is no need for them to do anything!

Older persons Freedom Passes expiring in 2020 will be automatically renewed if the holder is still eligible at the same address. There is no need to do anything.