



The Church of England  
in Essex and East London  
Diocese of Chelmsford

## The Bishop of Chelmsford's Lent Appeal 2026: suggested social media copy for churches and individuals

This year, the Bishop of Chelmsford's Lent Appeal is raising funds for the Anglican Development Services of Mt Kenya East (ADSMKE) to support their work in response to climate change and in environmental conservation across our five linked partner dioceses in Kenya. You can find out more about the Bishop of Chelmsford's Lent Appeal [here](#).

One of the ways you can support the Appeal is by promoting it through your networks.

If you would like to promote the Appeal through your church or personal social media accounts, this document contains some ideas for the copy you might use. The post copy has been written in various lengths for use across a variety of social media platforms, some of which may restrict the number of characters posted.

Posts work well if they are accompanied by an image or a graphic. Photos and graphics can be downloaded from the resources section of our Lent Appeal webpage.

Please try to include the hashtag #ChelmsDioLentAppeal so that we can easily track posts, measure engagement and re-share content; and where possible tag *The Diocese of Chelmsford* (@Chelmsdio – Facebook, Instagram, Bluesky and X). If you would like to tag ADSMKE, you can use the following @ handles:

- @adsmke - Instagram and X
- @ADSMKE2018 – Facebook

### Suggested copy:

#### **Post 1**

Join us in supporting the Anglican Development Services of Mt Kenya East (ADSMKE) through this year's #ChelmsDioLentAppeal. ADSMKE are leading vital climate and conservation projects across the Mt Kenya East region - <https://bit.ly/4bPt600>

#### **Post 2**

This year's #ChelmsDioLentAppeal is supporting the Anglican Development Services of Mt Kenya East in their work in response to climate change in our five linked dioceses in Kenya. Find out more and donate here: <https://bit.ly/4bPt600>

### Post 3

We're supporting this year's #ChelmsDioLentAppeal which is raising funds for the Anglican Development Services of Mt Kenya East and their work in response to climate change in Kenya. If you'd like to join us, find out more and make a donation: <https://bit.ly/4bPt60O>

### Post 4

Join us in supporting the 2026 #ChelmsDioLentAppeal. This Lent, our parish is joining churches and worshipping communities across @Chelmsdio in supporting the Anglican Development Services of Mt Kenya East (ADSMKE) - the Bishop of Chelmsford's chosen partner for this year's appeal. Funds raised will help ADSMKE expand vital climate and conservation projects across our five linked partner dioceses - Embu, Kirinyaga, Meru, Mbeere and Marsabit - in Kenya.

Their projects aim to:

- Build community resilience to climate change.
- Improve biodiversity and restore damaged ecosystems.
- Enhance food security through sustainable agriculture.
- Create economic opportunities rooted in environmental stewardship
- Equip future generations to care for God's creation.

Find out more or make a donation here: <https://bit.ly/4bPt60O>

### Post 5

The Bishop of Chelmsford's Lent Appeal is raising funds for the Anglican Development Services of Mt Kenya East (ADSMKE), supporting their work in response to climate change and in climate conservation in our five linked dioceses - Embu, Kirinyaga, Meru, Mbeere and Marsabit - in Kenya.

Donations to the appeal will help support the expansion of community-led tree planting programmes to help combat the effects of climate change, restore ecosystems, and increase biodiversity across the region.



ADSMKE's goal for this year is to plant 100,000 new trees - creating long-term environmental and community impact.

Find out more about the 2026 #ChelmsDioLentAppeal or to make a donation visit: <https://bit.ly/4bPt60O>.

### Post 6

Communities across the Mt Kenya East region are facing the harsh realities of the climate crisis. Years of recurring drought have devastated harvests, depleted natural resources and pushed many families into increasing hardship.

This year the Bishop of Chelmsford's Lent Appeal is supporting the Anglican Development Services of Mt Kenya East, as they lead inspiring, community-driven work to restore the environment and strengthen livelihoods across our five linked partner dioceses - Embu, Kirinyaga, Meru, Mbeere and Marsabit - in Kenya.

To learn more about this year's appeal or to make a donation, visit: <https://bit.ly/4bPt60O>