



## A guide to getting involved for organisations and businesses

### What is power of attorney day?

Power of Attorney Day is a national campaign to raise awareness about power of attorney in the UK. It's an annual event with the first UK wide **Power of Attorney Day** taking place on **Wednesday 22 April 2026**. We need as many businesses, organisations and people like you to get involved and help raise awareness about power of attorney and how vital it can be to get plans in place in case something happens to you or your loved ones.

### Why does it matter?

You never know what's around the corner. We tend to assume that close relatives will automatically be allowed to make decisions on our behalf if something happens to us, but this isn't true. Without power of attorney, it is not certain who can take decisions on our behalf. With power of attorney in place, you can be confident you have taken the necessary steps to make everything as clear-cut as possible.



### How you can support the campaign

- **Sign up** to receive the latest information and updates at: [powerofattorneyday.org.uk](https://powerofattorneyday.org.uk)
- **Promote and amplify the campaign** internally and externally (read more on the next page).
- Consider **who within your organisation needs to know about the campaign**, and might be best placed to share information with the people who most need to know about it. This could be your Carers Network, the Vulnerable Customer Team, your HR or Communications Teams or others.
- Think about **mapping the touchpoints within your organisation where you can raise the subject of power of attorney**. This might be when staff join a carers network, or when customers are making big life decisions (around mortgages, wills or pensions for instance).
- Take the opportunity to **review and promote the support available from your own organisation**. Check that information is clear and up-to-date – you can refer to our campaign website for guidance.
- Think about **hosting an information session for your staff and / or other stakeholders**. You can use the information and slide deck available on the campaign website, and / or you could consider inviting an expert (ie a solicitor) to contribute.

## How to promote Power of Attorney Day

There are many different ways that you as an organisation can help promote Power of Attorney Day, and we have created a set of [resources and assets](#) to help you.

Make sure you've saved the date, **Wednesday 22 April 2026**, in the relevant calendars and with the teams that need to know!

Further ideas and guidance on how to promote the campaign using the assets available:

### Social media posts

We've created a suite of eye-catching social media graphics and a toolkit to help you promote the day and the importance of power of attorney. These are designed to highlight common assumptions or misconceptions and point towards the Power of Attorney Day website for clear further information. [Get your social media toolkit here](#) or from the website.

### Posters and leaflets

We've also created items for you to print out and use including:

- General promotional poster
- Empty belly poster (for you to populate with your own information and plans around Power of Attorney Day)
- Frequently Asked Questions leaflet.

### Internal communications channels

You can talk about the campaign in the run up to and on the day itself using the social media graphics and messaging available. You could point to the campaign website and / or the information you offer around power of attorney.

### Email bulletins / newsletters

We'd also love you to talk about the campaign in the run up to and on the day itself in your email newsletters and bulletins. Again you can use the social media graphics available to get people's attention and point towards the campaign website and / or your own information.

### Tell us more

We'd love to hear about what you've got planned for the day and wider campaign! Don't forget to [sign up via the website](#) and email us with any questions or updates to [powerofattorneyday@carersuk.org](mailto:powerofattorneyday@carersuk.org)



Power of Attorney Day -  
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