



ROUNDTABLE  
INTERNATIONAL

# Forging

# FRIENDSHIPS.

2024

## “True friends are great riches.”

What would the world be without friendship? and, more so, what would Round Table be without the cement of unconditional friendship?

Round Table International is proud to present the “**Forging Friendships**” social media campaign, highlighting 10 conscious changes and acts aimed at improving and strengthening the riches that are friendships, inside and outside of our movement. the campaign is designed to run over 10 weeks, find below the image assets complete with post copy.

The assets contained in this document have been edited to follow the RTBI brand guidelines. the original RTI brand images are available should you wish to run those instead.

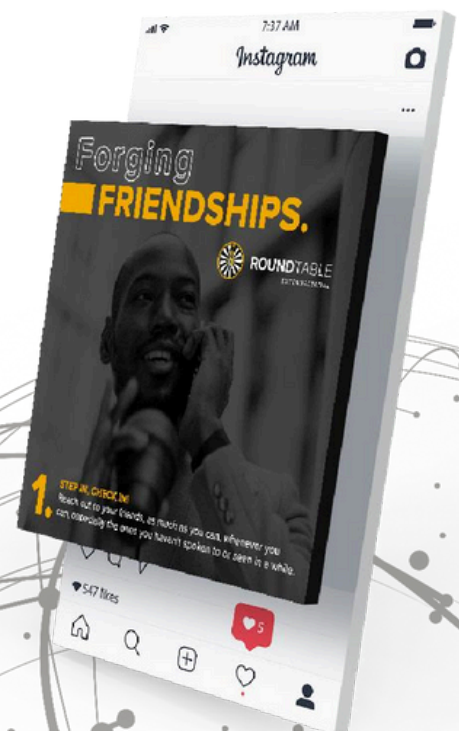
Here’s to building stronger friendships through Round Table

Yours in Table,

RTBI Comms 24-25

Thanks and recognition go to Round Table International PRO Paul Hoeksema

on behalf of The Round Table International  
Public Relations Team, 2023 2024




# RTI FORGING FRIENDSHIPS CAMPAIGN

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<p><b>1</b></p> 	<p>"True friends are great riches."          Week 1. Step in, check in!          Reach out to your friends, as much as as you can, whenever you can, especially the ones you haven't spoken to or seen in a while. Whether via messages, calls, video calls or the best method, a visit, it's a friendship investment to always stay connected. Staying connected creates common ground &amp; strengthens bonds.          Who's in?  <a href="#">#UnitedinDiversity</a> <a href="#">#ForgingFriendships</a> <a href="#">#WeAreRoundTable</a></p>
<p><b>2</b></p> 	<p>Be a good mate, celebrate!          A friend that's always rooting for you is a friend to keep, so why not be that friend? Celebrations are fun so...big or small, celebrate the achievements of your friends - a short message of congrats for a goal achieved, a raised glass to a personal goal or a party in honour of a promotion, it's up to you, but celebrate every achievement and every change you get.          So, when's the next celebration?  <a href="#">#UnitedinDiversity</a> <a href="#">#ForgingFriendships</a> <a href="#">#WeAreRoundTable</a></p>
<p><b>3</b></p> 	<p>Grateful is good!          Expressing gratitude is an important part of maintaining healthy relationships &amp; strengthening bonds with the people in our lives, &amp; there's no better way to show appreciation than by saying thank you for their presence in your life. Send a small gift, write a note, call, or text...the choice is yours.          Who will you be thanking for being a blessing in your life?  <a href="#">#UnitedinDiversity</a> <a href="#">#ForgingFriendships</a> <a href="#">#WeAreRoundTable</a></p>
<p><b>4</b></p> 	<p>Listen up, level up!          To truly listen, we must make a conscious effort to not only hear the words being spoken but also to process &amp; comprehend their meaning. Active listening improves our ability to understand others &amp; makes us better communicators &amp; more enjoyable conversationalists. Being able to listen to a friend &amp; understand them promotes trust &amp; makes you someone they can confide in.  <a href="#">#UnitedinDiversity</a> <a href="#">#ForgingFriendships</a> <a href="#">#WeAreRoundTable</a></p>
<p><b>5</b></p> 	<p>Be purposely present!          Yes, we all lead busy lives, &amp; we've all been there: "Maybe next time". Well, one day, the next time will never come. Be present, especially in hard times, even if you have a hundred things to do. If you have errands to run or tasks to complete, consider calling a friend &amp; inviting them along. You can go to the gym, grocery shop, or work on a project together at home.          And, if the roles are reversed, ask your friend if they have any tasks they need to complete that you can help with. This way, you can make the most of your time together while still being productive.  <a href="#">#UnitedinDiversity</a> <a href="#">#ForgingFriendships</a> <a href="#">#WeAreRoundTable</a></p>

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<p>6</p> 	<p>Mistakes, not with mates!</p> <p>Let's face it, we all make mistakes. Some big, some small, &amp; we all wish we had done something different. Apologise sincerely when you have wronged someone &amp; never hold your friend's mistakes over them.</p> <p>The best way to apologise is to learn from your mistakes &amp; never repeat your actions. Coming back to past discretions never does any good. So, we all make mistakes, but there should always be redemption with our mates.</p> <p><a href="#">#UnitedinDiversity</a> <a href="#">#ForgingFriendships</a> <a href="#">#WeAreRoundTable</a></p>
<p>7</p> 	<p>Amplify empathy!</p> <p>At Round Table, we're always looking to create a culture of empathy. The best way to start? You guessed it, it is with your friends. Stick with them through thick &amp; thin, always!</p> <p>Think back to a time when you faced a difficult situation, maybe the loss of a loved one or a divorce... you'll never forget those who stood by your side. You might not have that friend, but you can always be that friend. Kind messages, running errands, small acts of kindness or a listening ear, &amp; being empathetic serve any friendship well.</p> <p><a href="#">#UnitedinDiversity</a> <a href="#">#ForgingFriendships</a> <a href="#">#WeAreRoundTable</a></p>
<p>8</p> 	<p>Communicate with them honestly &amp; openly.</p> <p>Communication is crucial when it comes to building strong &amp; lasting friendships. It should be open, honest, &amp; respectful. When your friends feel safe expressing themselves openly, trust is built, which forms a solid friendship bond &amp; contributes to positive mental health for both the giver &amp; the receiver. Some conversations might be difficult, but, always prioritise honesty.</p> <p><a href="#">#UnitedinDiversity</a> <a href="#">#ForgingFriendships</a> <a href="#">#WeAreRoundTable</a></p>
<p>9</p> 	<p>Live &amp; Laugh!</p> <p>Extensive research has conclusively proven that laughing more is the key to a healthier, happier, &amp; more socially connected life. It's well-known that our world-renowned sense of humour is a cut above the rest.</p> <p>Sharing laughter builds unbreakable, enduring bonds that add joy, resilience, &amp; vitality to life. Participating in laughter-inducing experiences like a fun event, for example, can create strong &amp; lasting relationships that are unparalleled in their depth &amp; meaning.</p> <p><a href="#">#UnitedinDiversity</a> <a href="#">#ForgingFriendships</a> <a href="#">#WeAreRoundTable</a></p>
<p>10</p> 	<p>Don't be afraid to intervene for the sake of their health.</p> <p>Mental or physical, when you see a friend or loved one slipping, intervene. Friendships can have a major impact on your health &amp; well-being.</p> <p>Adults with strong social support are at lower risk of many medical conditions. These include depression, high blood pressure, &amp; even obesity. If you see a friend making decisions which may negatively impact their life, step up, say something, &amp; if needed, get professional help.</p> <p>Interventions can be very challenging to carry out, as it requires sharing daunting feelings openly, &amp; will require healthy boundaries. However, the outcome can be life-changing, &amp; show the importance of strong friendships &amp; the commitment to supporting their friend's health &amp; well-being.</p> <p><a href="#">#UnitedinDiversity</a> <a href="#">#ForgingFriendships</a> <a href="#">#WeAreRoundTable</a></p>