



Words of the Wild

Partner Pack

Background

Last year, as part of their 60th anniversary, the Trust launched a nature writing competition - [Words of the Wild](#) - that encouraged adults and juniors to submit original works of writing up to 1,000 words long on Scotland's wildlife and wild places in English, Scots or Gaelic. We were thrilled with the response, receiving over 500 entries.

This year, the competition is themed 'From source to sea' and is run in association with the Scottish International Storytelling Festival. This pack contains assets to make it as easy as possible for others to share this opportunity with their own networks and supporters.

Competition guidelines

- Submissions can be poems, journalistic articles, essays, letters, song lyrics or a short story.
- Entries can be fiction or non-fiction (i.e. imagined or real) but we are not looking for fantasy writing (so no imaginary animals) or writing about domesticated or farm animals. Entries must be connected to the native wildlife of Scotland's waters.
- Submissions should be no more than 1,000 words and must be an original piece of work that isn't published anywhere else and has not been entered into other competitions.
- Entries are limited to one per person.
- Submissions must be sent (online or by post) before midnight on 12 July 2025.

Printed materials

Promotional posters (A4) and flyers (A6) have been designed and can be provided to partners.

[View posters and flyers.](#)

If you have space to display them, please contact Pete Haskell (phaskell@scottishwildlifetrust.org.uk) to discuss quantities and requirements.

Social posts

There are two options for competition graphics for use on social channels:

- [Words of the Wild creative 1](#)

- [Words of the Wild creative 2](#)

Below are some template posts to make posting about the competition as easy as possible. Please feel free to speak in the tone of your own organisation, and tweak the below as needed for different platforms.

General

1. Celebrate Scotland's wildlife and wild waters! Enter the Scottish Wildlife Trust's #WordsOfTheWild nature writing competition, this year themed: From source to sea 🌊 — open to all ages, with prizes including binoculars, book bundles, snorkel sets and vouchers.

Enter here <https://scottishwildlifetrust.org.uk/wordsofthewild/competition/> and follow @ScottishWildlifeTrust for updates and writing prompts! 📖🐟

2. 🌊 Dive into Scotland's rivers, lochs and seas in this year's #WordsOfTheWild competition!

Submit poems, short stories or essays on the theme 'From source to sea' for a chance to win brilliant prizes like snorkelling gear, wildlife books and vouchers. Deadline: 12 July 2025. Learn more here <https://scottishwildlifetrust.org.uk/wordsofthewild/competition/> 📖🌻

For youth/educational organisations

1. 🗣️ Young writers — celebrate Scotland's wild seas and rivers! Enter this year's #WordsOfTheWild for a chance to win snorkelling sets, vouchers, books and more.

Submit your writing by 12 July 2025 👉

<https://scottishwildlifetrust.org.uk/wordsofthewild/competition/> 🌊📖

Follow @ScottishWildlifeTrust for updates and writing prompts! 🌻📖

2. 🎓 Teachers and students — explore Scotland's coasts, rivers and lochs through nature writing! 🌊

Enter the #WordsOfTheWild nature writing competition - this year themed 'From source to sea' - for a chance to win exciting prizes. Deadline: 12 July 2025.

Dive in here <https://scottishwildlifetrust.org.uk/wordsofthewild/competition/> 🌊🦀🐟

For creative organisations

1. 🖋️ Writers! Let your creativity flow with #WordsOfTheWild 🌊 — share poems, stories, essays, articles, or lyrics celebrating Scotland’s wild waters and wildlife.
Amazing prizes up for grabs! 🦀

Submit by 12 July 2025 🔗 <https://scottishwildlifetrust.org.uk/wordsofthewild/competition/>
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Stay inspired — follow @ScottishWildlifeTrust for updates and creative prompts! 🦋🖋️

2. 🚨 Writing Competition Alert!

Enter #WordsOfTheWild by 12 July 2025 for a chance to win prizes celebrating Scotland’s rivers, seas and wildlife.

Find out more: <https://scottishwildlifetrust.org.uk/wordsofthewild/competition/> 🌊🖋️

Looking for writing ideas? Follow @ScottishWildlifeTrust for prompts and competition news! 🦀

Newsletter copy

Below is some suggested copy suitable for (e)newsletters. Please feel free to adapt in a way that would make sense for your own audiences:

Share your passion for Scotland’s wildlife and wild waters by entering the #WordsOfTheWild nature writing competition, this year themed “From Source to Sea”.

The competition, run by the Scottish Wildlife Trust in association with the Scottish International Storytelling Festival, invites submissions of up to 1,000 words in English, Scots or Gaelic by 12 July 2025. Your writing can be in the form of a short story, poem, journalistic article, essay, letter or even some song lyrics.

For more information, visit [the Scottish Wildlife Trust website](https://scottishwildlifetrust.org.uk).

About the Scottish Wildlife Trust

- For over 60 years, the Trust has worked with its members, partners and supporters in pursuit of its vision of healthy, resilient ecosystems across Scotland's land and seas.
- The Trust successfully champions the cause of wildlife through policy and campaigning work, demonstrates best practice through practical conservation and innovative partnerships, and inspires people to take positive action through its education and engagement activities.
- The Trust manages over 100 wildlife reserves across Scotland and is a member of the UK-wide Wildlife Trusts movement.
- Please refer to "the Scottish Wildlife Trust" in full or "the Trust" after first mention, never "SWT".