



White Ribbon
Australia

Let's

draw

the

line

White Ribbon Event Toolkit

Here are our top ten tips for making your activity a success!

1 Make it official

Register your event on the White Ribbon website. Think about sending a 'save the date' to friends, family and/or colleagues. If you want to raise funds, set up a fundraising page at everydayhero.com.au or gofundraise.com.au and select White Ribbon as your charity of choice.

2 Location, location

Consider the location. Will it be at your home, a park, workplace, or somewhere in the community? Do you have a wet weather plan? Have you considered food and beverages? Please refer to page 11 for safety and legal notes.

3 The personal touch

Choose an activity you enjoy; if you're passionate then people around you are more likely to support you! Let people know why stopping violence against women is important to you.

4 Keep track of \$

It might sound obvious but try to ensure you don't spend more than you will raise. Setting a fundraising target is a great way to stay on track. Visit our website for a budget template.

5 Brand it

Help raise funds and awareness by using posters, pamphlets, stickers, tattoos, balloons and, of course, white ribbons. Order your box of ribbons and wristbands along with other merchandise by visiting our website.

6 Ambassador support

White Ribbon Ambassadors are men and boys who live the Oath to never commit, excuse or remain silent about violence against women. You can see them all on our website. If you would like to request an Ambassador for your activity, email events@whiteribbon.org.au

7 Local love

Local media can prove an invaluable awareness and fundraising tool and they love local stories. The best way to get local publicity is to send out a press release to local papers, TV stations and radio stations. Download one from our website. Local businesses are more likely to support a local event with raffle and auction prizes.

8 Share it

Spread the word on social media! Let people know what you are doing and what your goal is. Share why your activity is important to you and ask people to share with their networks. See page 9 for our social media principles, links and hashtags.

9 In memory of

If you are hosting your activity in memory of a loved one, we can help you explore the ways in which your activity can best celebrate their life and link to a positive White Ribbon project or program.

10 Say thank you!

Remember to thank everyone who donated, contributed or sponsored your activity. If you have raised funds let your donors know how much was raised and that their funds will make a difference to extending White Ribbon's primary prevention programs.

Dates for the diary

25 November

White Ribbon Day and
the UN International Day
for the elimination of
violence against women

Last Friday in July

White Ribbon Night

Get in touch

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Visit us online

whiteribbon.org.au

 **White Ribbon**
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