

GIVING DAY CHAMPION SOCIAL MEDIA KIT

30 MAY 2024
LIFELINEGIVINGDAY.COM.AU



You'd give anything if it helped
someone in your life.

GIVING DAY. Donate May 30

HOW TO USE THIS KIT

This guide will provide you with tools and guidelines to create authentic and engaging content that aligns with Lifeline Queensland's brand values and resonates with connected audiences.

**Have questions that aren't answered in the kit?
Reach out to our Fundraising Team**



fundraising@lifelineqld.org.au



1800 961 881
(9am to 4pm AEST, Mon - Fri)

WHAT IS GIVING DAY?

WE CAN'T DO
THIS WITHOUT
PEOPLE LIKE
YOU

Giving Day is a 12-hour fundraising campaign to inspire more people to donate to Lifeline Queensland.

Donations play a large part in keeping Lifeline's suicide prevention and crisis support services going in Queensland and we need to raise more money.

Working with trusted partner organisations and generous supporter who choose to give large, collective gifts, as many donations as possible will be matched – dollar for dollar – on Giving Day.

Our fundraising is always with purpose – to prevent suicide. So we also want to encourage more people to reach out for help when they need it and feel confident connecting someone with Lifeline when they're not OK.

It is our hope that all of this activity will help build awareness of Lifeline Queensland. Local support plays a massive part in keeping our phone lines open and our text and chat services running.

It is people like you that make life-saving crisis support and suicide prevention services possible.



WE'D LOVE FOR YOU TO GET INVOLVED

We would be immensely grateful if you can find some time and space to record a video or reel – to share on Giving Day and help say thank you to the extraordinary people who donate.

Help us reach more people in the community by telling your networks and circles about Lifeline Queensland's Giving Day and sharing our posts in the lead up to and on the day.

Join us in saying thank you to the extraordinary people who give their money, time, effort and heart to make Lifeline's suicide prevention and crisis support services possible in Queensland.

Share why Lifeline Queensland is important to you, in your own way, to help inspire more people to join us in preventing suicide and saving lives.



OUR GIVING DAY MESSAGING

YOU'D GIVE ANYTHING IF IT HELPED SOMEONE IN YOUR LIFE

One in six Australians will consider suicide in their lifetime.

When you think of all the people you interact with on a daily basis, all the people you love and care about – that one in six could be any one of them.

That could be your sister or your work mate. How much would you spend to save them? A hundred? A grand?

This Lifeline Giving Day, just \$39 helps us answer a call from someone in crisis. But any amount makes a difference.

That call could come from anyone. And wouldn't you give anything if it helped someone in your life?

Donate 30 May. Head to lifelinegivingday.com.au and help save lives.



CALLS TO ACTION

This Lifeline Giving Day, any donation helps us answer a call from someone in crisis. And wouldn't you give anything if it helped someone in your life?

Head to lifelinegivingday.com.au and donate anything you can.

HASHTAGS

#lifelinegivingday
#lifelineqld

#anythingtosavealife
#lifelinequeensland

TAG US



Facebook
[@LIFELINEQLD](https://www.facebook.com/LIFELINEQLD)



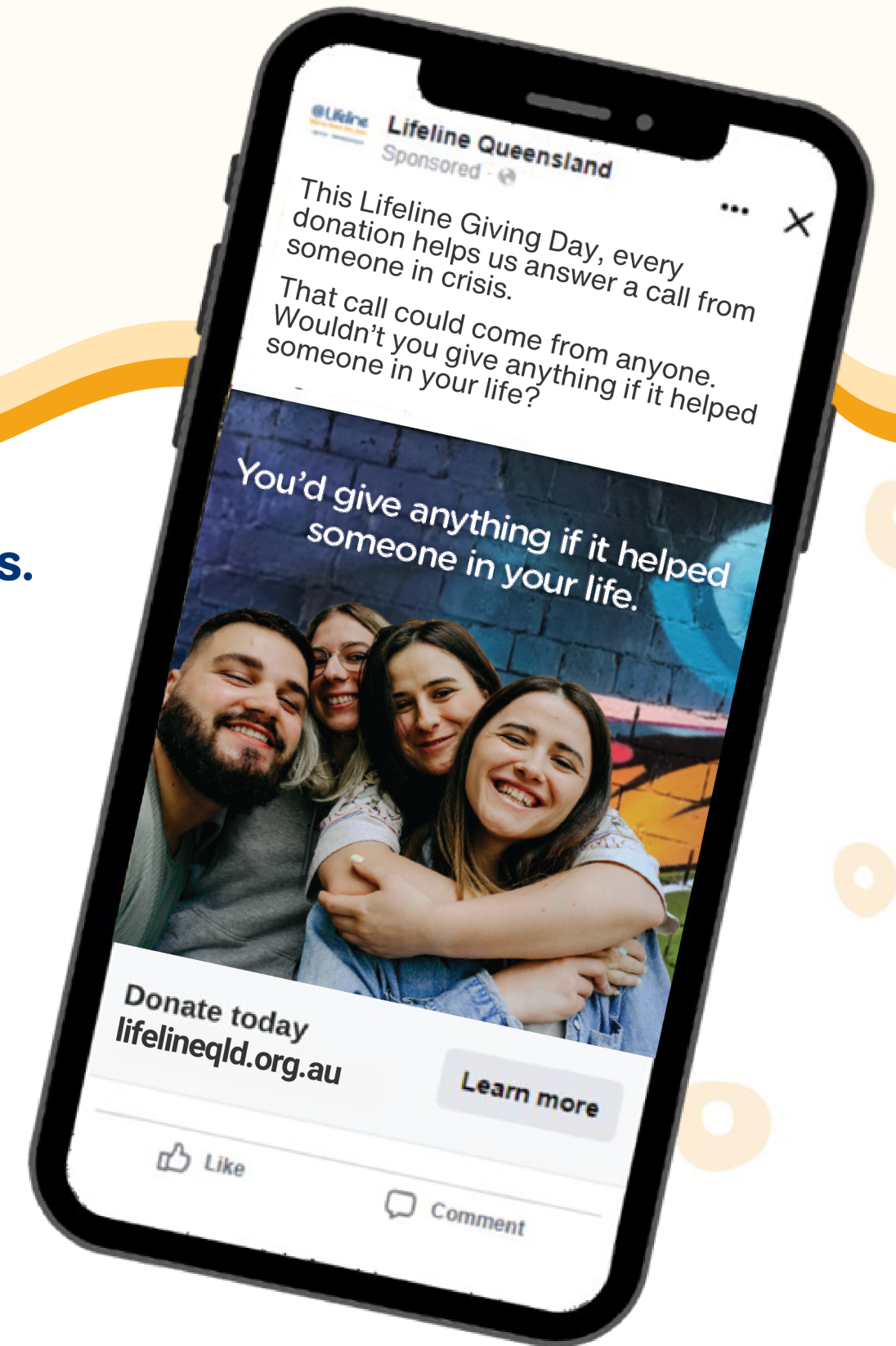
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LinkedIn
[@LIFELINEQLD](https://www.linkedin.com/company/LIFELINEQLD)



TikTok
[@LIFELINE.QLD](https://www.tiktok.com/@LIFELINE.QLD)



STYLE GUIDE

USING YOUR VOICE

- Lifeline's 24-hour telephone crisis line 13 11 14 is pronounced 'thirteen eleven fourteen'.
- We know you're here to make the world a better place but don't forget your words have power and meaning. Communicate like your favourite people are listening in.

SHARING FACES AND THINGS

- Be natural. Avoid using filters or excessive editing or styling that may distort the image or make it look unnatural.
- Keep it positive and uplifting. For every dark moment, bring light and hope.
- Keep emotional moments authentic. Avoid dramatising and trivialising emotions and experiences with stock images of sadness.
- We love people! Real, close-up shots of people with non-symmetrical cropping.
- If you'd like to use our logo in anything you're creating or sharing, please make sure you follow our Brand Logo Guide.

EMBRACE



Natural moments



Natural lighting

AVOID



Dramatising and trivialising



Heavy styling and filters

OUR TOP 3 TIPS FOR SMARTPHONE VIDEOS

1 Lighting makes a huge difference

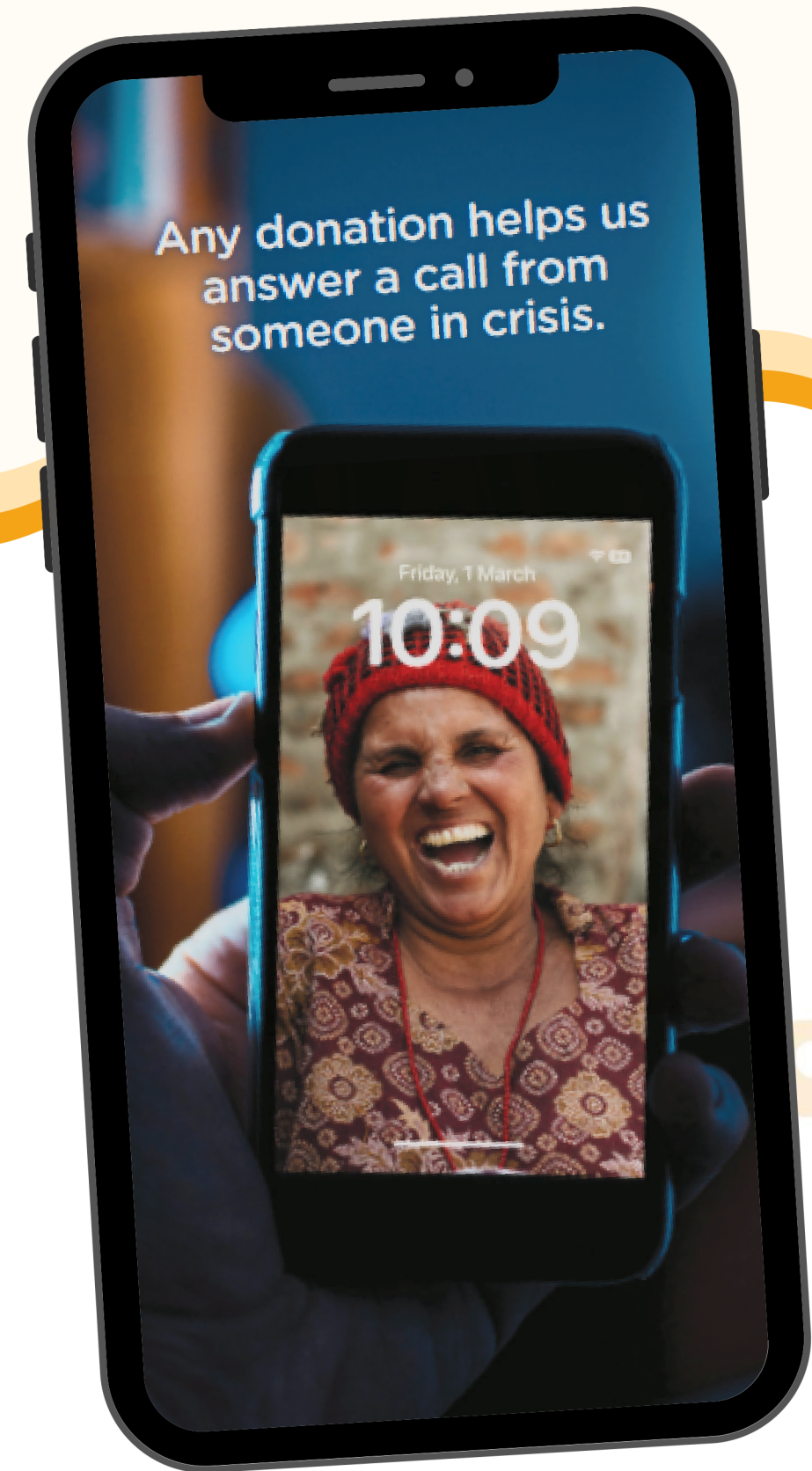
Natural lighting, by a window or outdoors, is the best way to get good lighting for your video. Try to avoid back-lighting and overhead-lighting where possible.

2 Relax, take your time and get comfy

If you ask us, the most engaging content is the real, human stuff – like you're chatting with a friend. Leave the news anchor formality for the news, and get comfy. It can take a few tries so be patient and kind with yourself. If you'd feel more comfortable doing something, try filming when you go for a walk or while making Giving Day treats to share.

3 Keep it people-friendly

At least one of the people watching your video will have visual, auditory, or sensory disabilities. Make sure you're using clear visuals, alt text in your captions, and subtitles or closed captions. Not only is it good for social media videos, it's always just a good thing to do for others.



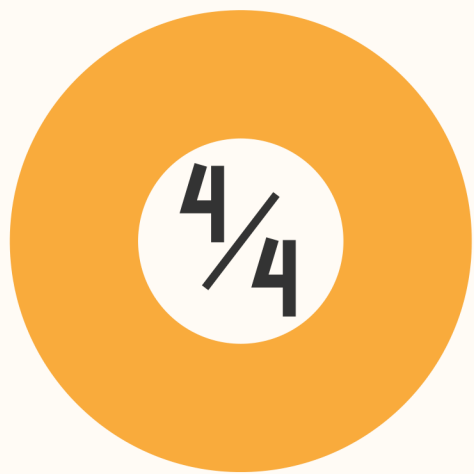


1 in **6** people in Australia will consider suicide in their lifetime.

The impact of suicide deaths are felt by up to

1,161 PEOPLE EVERY DAY

including family members, work colleagues, friends and first responders.



4 of **4** people have mental health to take care of.

TALKING ABOUT SUICIDE



When 1 in 6 of us will consider suicide in our lifetime, a conversation can be live-saving.

Talking about mental health reduces stigma, helping to create supportive communities where we can talk openly about mental health and feel empowered to seek help when we need it.

IMPORTANT STUFF

We aim to keep our communications real, authentic, empowering and hopeful.

We ask that anyone talking about suicide gives Mind Frame's guide for communicating about suicide a read before sharing.

mindframe.org.au/suicide/communicating-about-suicide

Suicide can be a sensitive topic and many people have personally been affected in one way or another. Always look after yourself and remember to reach out for help when you need it.



Call **13 11 14**
or text us on
0477 13 11 14



Chat with us
lifelineqld.org.au

If life is in danger,
call **000**

LIFELINE QUEENSLAND

HELLO THIS IS
LIFELINE.
HOW MAY I
HELP YOU?

In Queensland we deliver Lifeline's 13 11 14 Lifeline Crisis Support Line, available 24/7, through 10 Lifeline centres – providing confidential suicide prevention services with a non-judgmental and compassionate listening ear. We also offer text messages, and online chat services 24/7.

We provide a range of services in the community, such as Lifeline Community Recovery, with teams ready and able to provide face-to-face support following a natural disaster.

Our Lifeline Training services also help organisations, groups and individuals create mentally healthy workplaces and communities. And since young people often turn to their peers first in difficult times, we provide Peer Skills training on the skills, knowledge and strategies needed to give effective support in times of need.

Donations help keep our phone lines open, our text and chat services running, and our Crisis Supporters purposely trained and supported to have life-saving conversations.





THANK YOU!

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GET IN TOUCH



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