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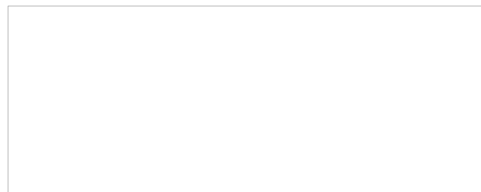
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Helping Others

It has been another difficult year for communities across Australia. As Christmas approaches, many families are going to struggle to have even a modest celebration.

By collecting and donating food or gifts, we have the opportunity to help children and their families across Australia.

We know giving back to local communities is not a new concept for First National members, but if you haven't already planned a campaign for the lead up to Christmas, here are some suggestions and resources for you to help get a campaign up and running and help those in need.



Idea 1: Support yourtown's Gift Drive

In addition to funding and operating [Kids Helpline](#) (First National Foundation's primary charity partner), [yourtown](#) fund and operate [transitional housing and domestic and family violence refuges](#) in locations around Australia.

Each year **yourtown** run a Christmas Gift Drive asking for donations to give mothers in the shelters a much needed opportunity to have the dignity and control to choose something that only they know their children truly want for Christmas.

[Read more about yourtown](#)



How to get involved

- ☐ Put a flyer with the donation QR code in your window
- ☐ Take a copy to opens for people to donate on the spot
- ☐ Take a laminated flyer to opens for people to donate on the spot
- ☐ Put a flyer with the donation QR code at reception
- ☐ Post on social media
- ☐ Update your eFooter
- ☐ Include the poster or social media artwork in an eNewsletter with a link to the donations page
- ☐ Add a page promoting the campaign to your website



Can you help create a Happy Christmas for mothers and their children across Australia?

Families in **yourtown's** services staying at our transitional homes and domestic and family violence refuges during Christmas, often find it a stressful and challenging time, on top of what they are already experiencing.

Every mother wants to see the joy on their children's faces when they open a gift on Christmas Day. However, due to their current circumstances, they do not have the opportunity to create the experience their family so deserves.

Each year we call on our amazing community to help out. If you could donate to our Christmas gift drive your donation will ensure that every mother across our services can purchase Christmas gifts for their child.

Thank you for your incredible support. You will be the magic and joy helping create a wonderful Christmas they will always remember.



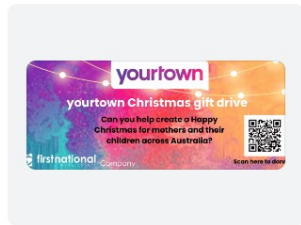
Scan here to donate



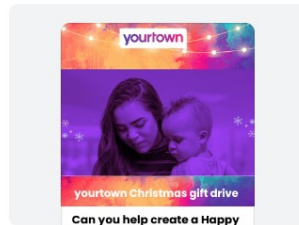
**Fundraising Page
Link**

**Customise Artwork on
Canva**

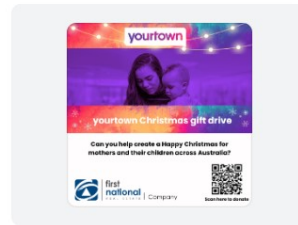
Please note you must be a member of the First National Canva group to access and use these files.
[Request access to Canva](#) or submit a [Design Request](#).



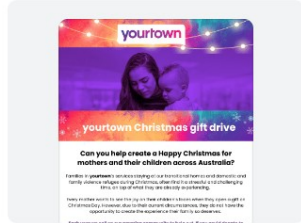
DR6900_Your Town (email footer)
470 x 185 px



DR6900_Your Town (Your Story)
Your Story



DR6900_Your Town (Instagram Post)
Instagram Post



DR6900_Your Town flyer

Social Media Copy

Option A

Families in yourtown's services staying at our transitional homes and domestic and family violence refuges during Christmas often find it a stressful and challenging time, on top of what they are already experiencing.

Every mother wants to see the joy on their children's faces when they open a gift on Christmas Day. However, due to their current circumstances, they do not have the opportunity to create the experience their family so deserves.

Your donation will ensure that every mother across yourtown's services can purchase Christmas gifts for their children.

Option B

Families in yourtown's services staying at our transitional homes and domestic and family violence refuges during Christmas often find it a stressful and challenging time, on top of what they are already experiencing.

By donating to the yourtown Christmas Gift Drive you will ensure that every mother across yourtown's support services can purchase gifts for their children. You will be the magic and create a wonderful Christmas they will always remember.

Idea 2: Hold your own Gift Drive

Support a National Campaign

Examples:

[Salvation Army](#)

[McKillop Family Services](#)

[Barnardos](#)

Keep it local

A wonderful example of a local gift drive comes from the generous team at [First National Melton](#), who are into the third year of running a Toy Drive for people in need in their local area of Melton, Victoria.

Follow their social media for ideas to help promote your drive! [Facebook](#) | [Instagram](#)



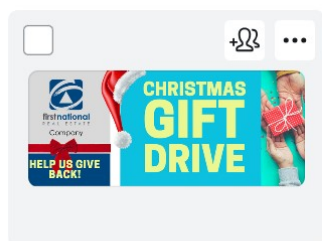
How to get involved

- ☐ Pick your charity or community group
- ☐ Register your participation where necessary
- ☐ Prepare your marketing materials
- ☐ Put a flyer in your window
- ☐ Take flyers to open homes
- ☐ Post on social media - Use the campaign collateral, thank your supporters, do a video showing of gifts coming in and piling up under a tree or in reception
- ☐ Talk to local traders and ask for their help to promote the campaign
- ☐ Add a page promoting the campaign to your website

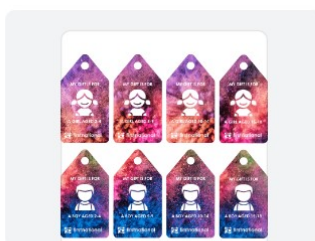
Customise Artwork in Canva

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470 x 185 px



DR6900_Foundation Gift and Food ...
Flyer (A4)



DR6900_Foundation Gift Drive
Instagram Post



DR6900_Foundation Gift Drive (Yo...
Your Story



DR6900_Foundation Gift Drive flyer
Flyer (A4)

Social Media Copy

Option A

Help us help others this Christmas. We are collecting gifts to bring joy to children and families on Christmas Day. Books, toys, gift cards, and vouchers are welcome for all ages. Please leave gifts

unwrapped and drop them at our office before XX December. Thank you!

Option B

It has been another difficult year for communities across Australia as the cost of living crisis worsens. We are collecting gifts to bring joy to children and families on Christmas Day. Books, toys, gift cards, and vouchers are welcome for all ages. Please leave gifts unwrapped and drop them at our office before XX December. Thank you!

Idea 3: Hold your own Food Drive

Support a National Campaign

[Foodbank](#)

[Salvation Army](#)

See how the team at [First National Drutt Saunders](#), WA are supporting the *Red Shield Christmas Appeal* [on their website](#).

Keep it local

A wonderful 'keep it local' example, the team at [First National Bonnici & Associates](#) are supporting their local community by being a collection point for [Carevan](#) collecting food for Christmas hampers.



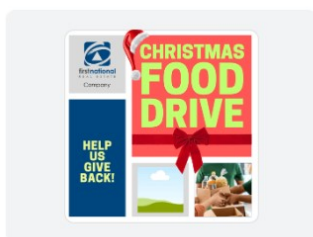
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Instagram Post



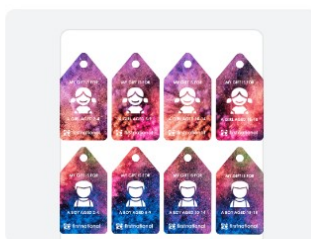
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DR6900_Foundation Food Drive
Your Story



DR6900_Foundation Food Drive fly...
Flyer (A4)



DR6900_Foundation Gift and Food ...
Flyer (A4)

Social Media Copy

Option A

Help us help others this Christmas. We are collecting food items and essentials to help ensure families in need are able to enjoy a meal together this Christmas.

Option B

It has been another difficult year for communities across Australia. As cost of living increases, continuing to help others is more important than ever. To help those doing it tough this Christmas we are collecting food items and essentials. Help us help others and bring your donation to our office by XX December.

Questions?

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We would love to hear and see how your office gets involved!