



WHITE RIBBON DAY QUEENSLAND EVENT PLANNING TOOLKIT

Thousands of Australians come together every year planning events in their community to raise funds for the White Ribbon Day Campaign and to say no to acts of violence against women. Schools, businesses, clubs and community groups across Queensland are taking action and you can too!

Ideas For Planning Your White Ribbon Day Event

TALK ABOUT IT

- ◆ Promote White Ribbon Day through your networks
 - ◇ Email your friends and get them to follow [White Ribbon Qld](#) on Facebook
 - ◇ Tweet about White Ribbon Day using #whiteribbon #talkaboutit and mention [@whiteribbonqld](#)
 - ◇ Put up [posters](#) around your community, workplace, school, sports club... Everywhere...

HOLD AN EVENT

- ◆ Organise a White Ribbon Day awareness morning tea at your workplace, school, sports club or community group.
- ◆ Host a breakfast, morning tea, BBQ or luncheon that provides an ideal opportunity for a White Ribbon Ambassador to speak to attendees while they support the cause by purchasing white ribbons and wristbands.
- ◆ Encourage everyone to wear black and white and collect gold coin donations (all monies will be donated to Domestic Violence sufferers in Qld—[email us](#) for more info).
- ◆ Plan a march against violence, fun run, sporting event or golf day with all proceeds donated to Domestic Violence sufferers in Qld ([email our team](#) to find out how you can make a difference).
- ◆ Be sure to invite youth and adults of all ages, encouraging them to wear black and white, white ribbons and wristbands to make an even bigger statement.

Remember to contact your local media so they can promote your event and the cause!

Some events require Council approval (particularly those involving food), so be sure to check your local Council's website for more information!

PLEDGE YOUR COMMITMENT

- ◆ Wear a white ribbon or wristband ([order](#) them online!)
- ◆ Sell white ribbons and wristbands to your friends, family and colleagues.
- ◆ Join hundreds of “not violent, not silent” Queenslanders by swearing to [‘Take the Oath’ online](#) to show your commitment to the White Ribbon Day Campaign.
- ◆ Arrange for a mass signing of the White Ribbon Day Oath – invite local councilors, government officials and prominent men in your community to pledge their support.

NOMINATE AMBASSADORS

Nominate high profile men in your community to become White Ribbon Ambassadors—men who are prepared to publicly swear that they do not commit, excuse or stay silent about violence against women, and who will encourage others to ‘Take the Oath’.

AUTHORITY TO FUNDRAISE

If you plan to fundraise for Queensland based violence prevention programs and initiatives at your event, you will require an Authority to Fundraise letter from Australia's CEO Challenge ([email us](#)).

Event Tips

HOST A GUEST SPEAKER / WHITE RIBBON AMBASSADOR

Invite a guest speaker who has been personally affected by violence against women to remind event participants of the importance of supporting White Ribbon Day.

White Ribbon Ambassadors are also ready and willing to speak at your event - from talking to friends, family and colleagues about violence against women to raising awareness about the campaign, our Ambassadors are here to help you promote equality between men and women.

HOLD A DISCUSSION GROUP, WORKSHOP OR DEBATE

Encourage active participation by members of your community, service providers, councilors and law enforcement officials in your region. Keep discussions positive, discourage stereotypes and promote what the community can do as a whole to improve resources for victims of violence against women.

To request merchandise, a White Ribbon Ambassador as a guest speaker or for any other additional information, please contact us at:

P: 07 3119 6347

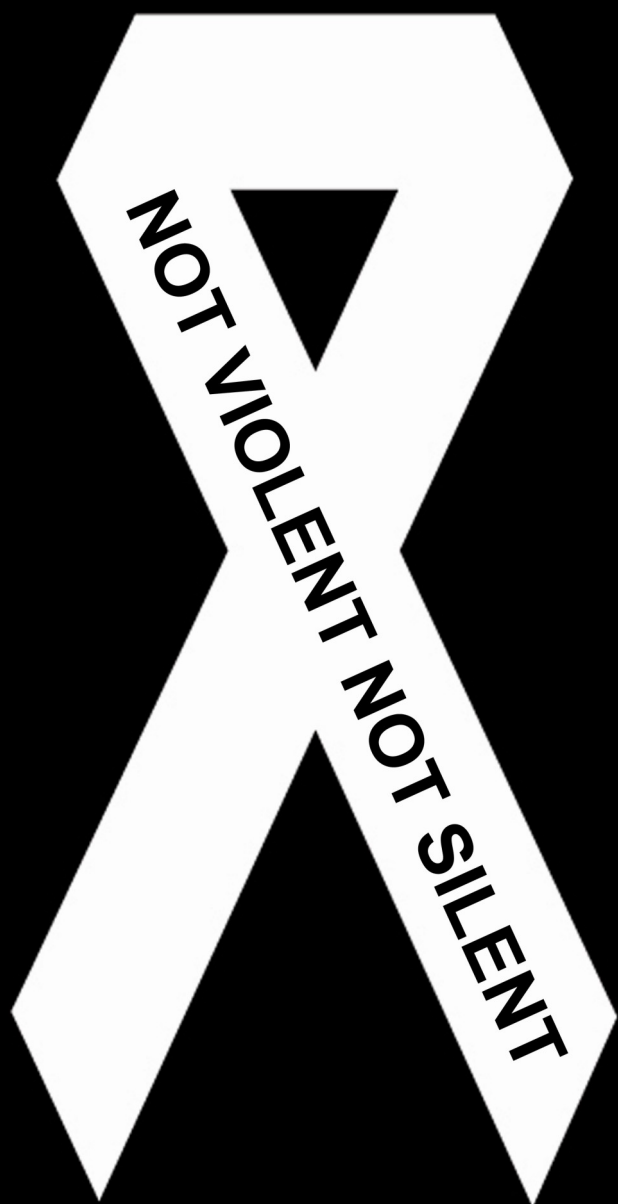
E: whiteribbonday@ceochallengeaustralia.org

W: <http://whiteribbondayqueensland.com.au>

EVENT PLANNING CHECKLIST

- > Sign the Oath
- > Plan your event to take place on or near to 25 November
- > Investigate Council obligations and requirements (particularly for events involving food)
- > Seek support from other members of the community and business sector
- > Promote your event via your networks, tweet and facebook about it – tell your local media and invite them along.
- > Order white ribbon merchandise
- > Put up posters raising awareness
- > Request a guest speaker or White Ribbon Ambassador
- > Most importantly...

...HAVE FUN!



Talk about it!

facebook.com/whiteribbonqld