

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

CREATE A LASTING IMPACT

Use the help of local supporting businesses to display a large white ribbon on a prominent landmark or building in your community.

If you are a business owner, use your storefront to create a White Ribbon window display that informs customers of your commitment to the cause.

Attach white ribbons to trees or poles in your town or neighborhood to draw attention to the cause and direct people to your White Ribbon event.

PLEDGE YOUR COMMITMENT

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.

PLAN YOUR EVENT

There are many opportunities to support the White Ribbon Day Cause – help your community come together using food or sport to promote equality between men and women.

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.

Plan a march against violence, fun run, sporting event or golf day with all proceeds funding White Ribbon Day activities. Be sure to invite youth and adults of all ages, encouraging them to wear white shirts, white ribbons and wristbands to make an even bigger statement. We’ve listed some event ideas below for you:-

- > Create giant ribbons
- > Sign the white ribbon pledge
- > Sell white ribbons and display posters
- > Host a breakfast, morning tea or luncheon
- > Create a White Ribbon Day Window Display
- > Host a guest speaker or White Ribbon Day Ambassador to speak at your workplace or community group
- > Hold a golf day, fun run, walk or sporting event
- > Host a discussion group, workshop or debate

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!



NOV 25



REGISTER YOUR EVENT

We want to hear from you! In order to keep the community informed of local events and to increase state-wide support, be sure to visit the event section of our website and register your event today!

Our media team is always on the look out for suitable regional events to help promote so make sure you're registered to benefit from our PR resources.

Register your event via this URL:-

<http://whiteribbondayqueensland.com.au/events/register-an-event>

TAKE ADVANTAGE OF OUR PROMOTIONAL TOOLS

Create a memorable experience for event goers - order white ribbons and wristbands at least two weeks prior to your event to raise funds for the cause and make a lasting statement in your community.

Download the FREE White Ribbon Day promotional materials online to print and post around your community. Ask local businesses, libraries and Councils to display your event poster in a prominent place.

Contact your local newspaper and radio station – they are always happy to promote community events and will help encourage others to participate. They may even participate themselves by providing coverage on the day of your event!

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.

Request your form in the comments section of our online event registration form.

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

<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
- > **Register your event online via the White Ribbon Day Queensland website**
- > Order white ribbon merchandise
- > Promote your event (using our suite of promotional tools) – tell your local media and invite them along.
- > Request a guest speaker or White Ribbon Ambassador
- > Most importantly, remember to have fun!

