EVENT & FUNDRAISING KIT

ESSENTIAL INFORMATION AND GUIDELINES FOR COMMUNITY EVENT ORGANISERS AND FUNDRAISERS
ABOUT BLUE KNOT FOUNDATION

Blue Knot Foundation: National Centre of Excellence for Complex Trauma is Australia’s leading national for-purpose organisation working to improve the lives of adults impacted by complex trauma.

Research shows that it is possible to heal from even the most severe early trauma. And in the case of parents who have worked through their trauma, their children do better than they would do otherwise. However to find a path to recovery and resilience, people need the right support in order to embrace a sense of hope and optimism on their journey. Blue Knot raises awareness and understanding of the long-term impacts of complex trauma, provides counselling and support to survivors and their loved ones, educates the community, disseminates cutting edge research, trains professionals, and provides services to empower recovery and build resilience.

WHAT IS BLUE KNOT DAY?
Blue Knot Day is an Australian national day on which Blue Knot Foundation calls on all Australians to unite in support of the more than 5 million (1 in 4) Australian adults who have experienced complex trauma. Complex trauma refers to repeated ongoing interpersonal trauma and abuse, often experienced during childhood, but may also occur during adulthood, or throughout life. The term, complex trauma, describes exposure to multiple traumas, and the impacts of that trauma. Complex trauma, especially from childhood often has multiple impacts including low self-esteem, difficulties with relationships, completing an education, holding down a job, and challenges with mental and physical health.

Blue Knot Day is held every year in October. This year marks the 10th anniversary of Blue Knot Day and it falls on Monday 28th October. Events will be held around the country in support of adult survivors during Blue Knot week from October 28th – November 3rd. The theme this year is:

UNTANGLE THE KNOT OF COMPLEX TRAUMA
EMPOWERMENT, RECOVERY AND RESILIENCE

Blue Knot Day is an opportunity for all Australians to unite and support survivors of complex trauma on their path to recovery. By supporting and empowering survivors we can inspire hope which helps build resilience on the path to recovery from complex trauma. By uniting we can all help untangle the knot and complexities of trauma and abuse to support the recovery, resilience and empowerment of survivors. The following hashtags will be used across social media:

#EmpowermentRecoveryResilience      #BlueKnotDay

The tangled knot in the Blue Knot logo symbolises the complexity of complex trauma, with blue representing the colour of the sky and a clear blue sky providing the space for new possibilities. Therefore it would be ideal to represent both the knot and blue sky symbolism throughout the BKD Theme.
THANK YOU FOR HOLDING AN EVENT IN SUPPORT OF BLUE KNOT FOUNDATION!

As the authorised event organiser, we are providing you with this kit to help support you in running your event on behalf of Blue Knot Foundation. This kit provides you with information about Blue Knot Foundation, Blue Knot Day and some tips, tools and documentation to support you, including if you are fundraising.

HOW TO GET INVOLVED

There are plenty of ways to get involved:
- By holding an event in your workplace or community
- Sharing through social media
- Purchasing Blue Knot Foundation merchandise
- Fundraising
- Making a donation
HOW TO HOST AN EVENT

HOSTING AN EVENT IS EASY AND WE HAVE LOTS OF RESOURCES TO HELP MAKE THE DAY A SUCCESS. SIMPLY FOLLOW THESE STEP BY STEP INSTRUCTIONS:

STEP 1:
Choose the type of activity or event you would like to host. We’ve included some great ideas to get you started.

STEP 2:
Once you have chosen your event, you need to register online. Please allow up to 1 week for us to get back to you. All events must be registered when using our brand and collecting money or raising money on our behalf. Events must also be approved prior to their start and any changes to the approved event must be notified in writing to events@blueknot.org.au at least 14 days before the event starts. Please note that all events are to be conducted by an adult unless written permission has been provided by a parent or guardian to host the event. Please forward appropriate permission to events@blueknot.org.au. Once your event is approved you will receive a letter of confirmation and in the case of a fundraising event, an Authority to Fundraise letter. We also ask that you review and follow the guidelines which are contained within this document.

STEP 3:
If you would like to raise funds, you can either set up a fundraising page at everydayhero.com.au or justgiving.com and select Blue Knot Foundation as your charity of choice, or fundraise following the requirements as specified in these guidelines. It’s a great idea to set a target and have something to aim for.

STEP 4:
Send out invitations and create awareness around your event. Get everyone involved! We’ve created some invitations which you can use. You may also like to purchase some merchandise like blue knot bracelets which can be found on our website.

STEP 5:
If you would like to theme your event, we have some great resources which we’ve created and can be downloaded from our website, or copied from this kit.

STEP 6:
Spread the word on social media. In the lead up and on the day, let people know what you are doing and what your goal is. Ask people to share with their networks, and share their Blue Sky moment. Our social media kit including links and hashtags are included in this document.

STEP 7:
Enjoy the day and thank everyone who donated, contributed or sponsored your activity.

STEP 8:
If you have collected funds directly (not through the recommended platforms) please deposit funds as outlined in these guidelines. We have also created a remittance form which makes this easier.
PROMOTING YOUR EVENT

Let your friends, family, neighbours and work colleagues know about your event; garner as much support as possible to make it a success. Blue Knot Foundation can help promote by listing your event on our website, social media and e-communications, as per your agreement.

MEDIA

While it is encouraged to contact your local media to let them know about your event, it is important for you to liaise with Blue Knot Foundation’s President and media spokesperson, Dr. Cathy Kezelman ckezelman@blueknot.org.au prior to speaking with the media. In general, aspects of the events can be addressed with the media by event organisers, while Blue Knot Foundation/Blue Knot Day commentary is to be delivered by Dr. Kezelman.

USE OF BLUE KNOT FOUNDATION LOGO AND NAME

The Blue Knot Foundation and Blue Knot Day logos can only be used with express permission and only for the duration of the event. If you would like to use either of the logos for your event, please let us know your specific need and we can email it to you. The logos and names are governed by Australian laws and cannot be amended in any way; nor can their use be varied without further notification and agreement.

As the event organiser, you must make it clear when dealing with the public, sponsors and supporters that you are not representing Blue Knot Foundation, but are acting on our behalf to raise awareness and/or funds that will be forwarded to Blue Knot Foundation.

ACCEPTABLE LANGUAGE

✓ Community Golf Day – Proudly supporting Blue Knot Foundation
✓ Staff Picnic in support of Blue Knot Day 2019

UNACCEPTABLE LANGUAGE

✗ Blue Knot Foundation’s Community Golf Day
✗ Blue Knot Day Staff Picnic
ONLINE FUNDRAISING

Blue Knot Foundation has an existing profile on the following online platforms. You may wish to develop a personalised fundraising page using one of the below:

- Everyday Hero - everydayhero.com.au
- Just Giving - justgiving.com

Choose Blue Knot Foundation as your nominated charity and direct your donors to donate online to your initiative. If you are fundraising entirely online and collecting 100% of your funds online, you do not need to complete the forms at the back of this kit. The fundraising platform will automatically inform us when someone is fundraising on our behalf.

WHAT YOUR FUNDS CAN ACHIEVE

THE DIFFERENCE YOUR DONATIONS CAN MAKE:

- $250: Sponsor a survivor to attend Blue Knot Foundation workshop
- $500: Support a day’s development of Blue Knot Foundation’s programs
- $1,000: Provide a day’s trauma phone service
- $3,000: Support Blue Knot Foundation advocacy for survivors for a month
- $6,000: Sponsor one full-day workshop where 30 survivors can attend
- $10,000: Sponsor Blue Knot Foundation’s Blue Knot Day awareness week

WHAT BLUE KNOT FOUNDATION CAN DO TO HELP

✓ Provide a letter of authorisation used to validate the authenticity of the event and its organisers
✓ Promote the event through its website, newsletter and social media channels
✓ Provide resources and information included in this Fundraising Kit to assist in fundraising planning
✓ Provide a tax receipt to donors who make tax deductible donations of $2 or more

WHAT BLUE KNOT FOUNDATION CANNOT DO

✗ Provide staff or volunteers for your event
✗ Provide insurance cover
✗ Provide funding or reimbursement of expenses
✗ Solicit sponsorship revenue or goods for your fundraising activities
EVENT GUIDELINES

THE LEGAL PART

ABOUT BLUE KNOT FOUNDATION

Blue Knot Foundation is a registered charity with a board and an Advisory Panel. It is a registered tax deductible recipient with ABN 49 072 260 005.

YOUR RESPONSIBILITIES

Whilst Blue Knot Foundation is happy to provide guidance when possible, you as the organiser (for an individual, group, club or business) will be the primary contact for the event. The event will be conducted in your name and you will be responsible for all aspects of the event once it has been approved.

INSURANCE

As this is not a Blue Knot Foundation event, it will not be covered by our insurance, so it is important to ask your local council or insurance broker about insurance (e.g. for adequate public liability cover) for any event you’ll be running. Please forward a copy of any documentation to us.

HEALTH AND SAFETY

- Check your event for any hazards and have measures in place to minimise the risk of injury
- If you think you’ll need First Aid assistance on hand, contact a reputable organisation like St John’s Ambulance for support
- If you sell food in a public place, food hygiene laws will apply

AUTHORITY TO FUNDRAISE

If you are choosing to fundraise at your event, you will receive an ‘Authority to Fundraise’ letter once your fundraising event has been approved by Blue Knot Foundation. You can’t raise money without this letter – it’s a legal requirement.

PERMITS AND LICENCES

If you’re fundraising in a public place, make sure you have permission from the property owner or local council. Some activities like raffles or alcohol sales require a licence. Please check with your State or Territory for an overview of the fundraising requirements.


PERMITS AND LICENSES:

- NSW Office of Liquor Gaming and Racing
  www.liquorandgaming.nsw.gov.au
- QLD Office of Fair Trading
- SA Consumer and Business Services
- VIC Consumer Affairs
- WA Consumer Protection
  www.commerce.wa.gov.au/
- TAS Consumer Affairs and Fair Trading
  www.cbos.tas.gov.au
- NT Gambling and Licencing Services
  www.justice.nt.gov.au/
- ACT Office of Regulatory Services

Copies of relevant permits and licences are to be forwarded to Blue Knot Foundation.

DISCLAIMER

Blue Knot Foundation reserves the right to decline approval of any event or fundraiser and to withdraw its approval at any time if it appears that there is a likelihood of the organiser failing to adhere to any of the terms and conditions mentioned in this document.

The organiser releases Blue Knot Foundation from any liability for any injury, accident or other loss, whether physical or financial, suffered by the organiser or its personnel while conducting the Event.

The organiser also releases Blue Knot Foundation from any liability, action, claim, suit, damage, cost and expense (including all legal fees) in relation to, or arising out of the organiser’s negligence or breach of these guidelines.
YOUR RESPONSIBILITIES

If you are not using a fundraising platform, you are responsible for all aspects of the financial management related to the event including receipt of funds, payment of expenses, record keeping of transactions and accurate receipting. Blue Knot Foundation is not liable for any expenses incurred in the planning and organisation of the event. All expenses are to be accurately documented with details of each expense.

It is generally accepted in the not-for-profit sector that the expenses incurred during the fundraising event can be no more than 30% of the total funds raised.

Net income is to be paid into the specified Blue Knot Foundation account within 14 days of the completion of the event.

All events must clearly state the beneficiary of the event i.e. Blue Knot Foundation. When funds are to be split between beneficiaries the percentage split must be specified in the plan, approved and adhered to.

RECEIPTS

THERE ARE TWO TYPES OF RECEIPTS THAT CAN BE ISSUED:

1. A non tax-deductible receipt

This is issued when a donor receives something in return for money. For example, sale of merchandise, winning goods/services at a charity auction, ticket sales to an event. For these items, a tax deduction isn’t available and only a non tax-deductable receipt can be issued. Blue Knot Foundation cannot provide you with these receipts. Letters of acknowledgement can be provided for donation of goods.

2. A tax-deductible receipt

Tax-deductible receipts can be provided by Blue Knot Foundation for donations over $2 whereby the donor does not receive goods or services in exchange for their donation. Please keep a record using the Donor Receipt Register in the Blue Knot Foundation Fundraising Kit of their contact details and donation amount. Blue Knot Foundation will send receipts directly to the donors using the provided contact details.
BLUE KNOT DAY RESOURCES

WE’VE CREATED THE FOLLOWING RESOURCES WHICH CAN HELP MAKE YOUR DAY A SUCCESS:

Event Ideas
Event Check List
Invitation
Poster

Donation Tin Wrapper x 2 versions
Bunting

Social Media Tile
Email footer

Donation Tally Sheet
Banking Details
 Donation Request Letter
Social Media e-Kit
GREAT IDEAS (FOR INDIVIDUALS & GROUPS)

WE’RE SURE YOU’VE GOT LOADS OF GREAT ACTIVITIES IN MIND. BUT IN CASE YOU’RE STUCK, THE ONES BELOW MIGHT TRIGGER INSPIRATION!

THREE-FOR-TEN-DOLLARS!
Everyone loves a raffle. And there will be businesses in your local community who would love to donate prizes – you just need to ask them. (We’ve got a handy letter template that will help.) One important thing to remember is that raffles are subject to State and Territory laws, so check with your local gaming and liquor body before you get too far in the planning.

SOLD!
If you’ve got some high-value prizes, you might want to hold an auction as well as a raffle – whether live or silent, auctions are a great way for people to spur each other on to donate more. Look at your local real estate auctioneer to call it - they’ll be used to pushing people to commit that little bit more on the day!

BLUE CAKES!
Bake sales are always popular – how much better if everything’s coloured blue! Encourage your friends to embrace their cooking skills for the sweetest way to raise funds.

SAUSAGE SIZZLE
Keep the crowds fed and they’ll stick around – the sausage sizzle has long been a favourite at any fundraising event, for good reason.

HOST A HIGH TEA
Hold your own and charge an entry fee, hold a raffle and encourage donations – this is a great way to get friends together and raise funds for Blue Knot Day. Don’t forget the blue-topped cupcakes!

OTHER IDEAS...
- Birthday or anniversary celebration seeking charity donation
- Organised walk, run, swim or cycle
- Fundraising dinner or gala event
- Trivia or movie night
- Mufti day
- Faith-based event

YOUR OWN IDEAS...
Let us know what you’re planning! Email us at events@blueknot.org.au and don’t forget to tag us on social.

IDEAS (FOR ORGANISATIONS)
- Donate a percentage from the sale of particular items
- Name Blue Knot Foundation as your chosen charity at your next corporate lunch, dinner or Golf Day
- Show your support of the Blue Knot Foundation to your customers and clients by running a donations appeal
- Set up workplace giving to Blue Knot Foundation where sometimes the organisation matches the amount donated

For more information contact: events@blueknot.org.au // T 02 8920 3611

blueknot.org.au #EmpowermentRecoveryResilience #BlueKnotDay
WHAT A GREAT IDEA! NOW…

☐ Choose how you would like to fundraise and set yourself a goal
☐ If you are using an online platform, review our event guidelines.
☐ Lock in the venue, date and time. Register your event online at www.blueknot.org.au/BlueKnotDay
☐ Set up and personalise your online fundraising page. You can share the page through your network and encourage those who can’t attend your event to donate online at everydayhero.com.au or justgiving.com
☐ Reach out to friends, family and colleagues to see who can help you organise your event and reach your fundraising goal
☐ Check out the fundraising resources at www.blueknot.org.au/BlueKnotDay
☐ Ask local businesses how they can support your event by donating food, drink and prizes
☐ Send out your invitations to friends, families and colleagues

NOT LONG TO GO!

☐ Display posters around the venue and at local businesses so everyone knows about the event
☐ Promote the event online using our web banner and social media image
☐ Create a run sheet for the day and distribute to your event team with allocated roles
☐ Make up collection tins using our tin-wrap print out. Print off bunting and posters to display at your event.
☐ Check out the merchandise available online and email us to make your order, simply email events@blueknot.org.au

IT’S THE BIG DAY!

☐ Decorate the venue with blue posters and bunting
☐ Show everyone all the great work that you’ve done by sharing photos with your network using #BlueKnotDay #EmpowermentRecoveryResilience and share your blue sky moment
☐ Have fun!

POST-EVENT WRAP UP:

☐ Thank all who supported your event and gave a donation
☐ Let everyone know how successful your fundraising event was
☐ Bank any cash or cheque donations within four weeks of the event
☐ Put your feet up - well done!
Dear

Please join me in raising awareness for the more than 1 in 4 adult survivors of complex trauma.

Host: Enter your name
Where: Enter event location
Date: Enter event date
Time: Enter event time
Details: Enter further event details
RSVP BY: Enter your RSVP date
Contact: Enter your RSVP contact details

We’re raising money to help fund the Blue Knot Helpline so that their telephone counsellors can provide specialist support to adult survivors of complex trauma.

blueknot.org.au
#EmpowermentRecoveryResilience
#BlueKnotDay
THANK YOU!

Your support helps us support the more than 1 in 4 adult survivors of complex trauma.

UNTANGLE THE KNOT OF COMPLEX TRAUMA

blueknot.org.au #EmpowermentRecoveryResilience #BlueKnotDay
INSTRUCTIONS FOR YOUR TIN WRAPPER:
1. You’ll need A4 paper, scissors, sticky tape.
2. Print out this tin wrapper on A4 paper.
3. Cut along the edge of the dotted line.
4. Stick the sticker on to a tin/jar using sticky tape!

THANK YOU FOR YOUR DONATION

www.blueknot.org.au

#Empowerment#Recovery#Resilience   #BlueKnotDay
INSTRUCTIONS FOR YOUR TIN WRAPPER:
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4. Stick the sticker on to a tin/jar using sticky tape!

THANK YOU FOR YOUR DONATION
www.blueknot.org.au
#EmpowermentRecoveryResilience #BlueKnotDay

28 OCTOBER 2019
INSTRUCTIONS:
1. Print bunting onto A3 paper as many times as needed
2. Cut out bunting to make triangles
3. Use tape/stapler to attach triangles to string
UNTANGLE THE KNOT OF COMPLEX TRAUMA

EMPOWERMENT, RECOVERY AND RESILIENCE

#EmpowermentRecoveryResilience  #BlueKnotDay
UNTANGLE THE KNOT OF COMPLEX TRAUMA

28 OCTOBER 2019

blueknot.org.au   #EmpowermentRecoveryResilience   #BlueKnotDay
DONATION TALLY SHEET

Date:

Events Details / Fundraising Activity:

Contact Person:

Contact Number:

Address:

Email:

Please complete the below table and return to Blue Knot Foundation to ensure receipts are issued to each donor by email. (Please make a copy of this form for your records)

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<tr>
<th>NAME</th>
<th>EMAIL ADDRESS (We provide electronic receipts only)</th>
<th>DONATION AMOUNT</th>
<th>Please do NOT contact me about Blue Knot activities</th>
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*Please make cheques payable to: Blue Knot Foundation, or email accounts@blueknot.org.au for direct deposit details.
THANKS FOR SUPPORTING BLUE KNOT DAY!

Please complete this form and email it to accounts@blueknot.org.au (or post it to us at Blue Knot Foundation, PO Box 597, Milsons Point NSW 1565)

Please bank the results of your awesome efforts within 14 days - thank you!

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<th>Your first and last names:</th>
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<td>Amount remitted:</td>
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<td>Remittance date:</td>
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I HAVE REMITTED THE FUNDS VIA (TICK THE BOX):

- **EFT**
  - Bank online? Transfer your funds directly to us. Use your name in the description so we can allocate your funds raised to your event!
  - **Name**: Blue Knot Foundation
  - **BSB**: 032-195
  - **Account Number**: 19-9051

- **BANK DEPOSIT**
  - You can deposit funds at any Westpac Bank branch. Include your name so we know your donation came from your event!
  - **Bank**: Westpac Bank
  - **Name**: Blue Knot Foundation
  - **BSB**: 032-195
  - **Account Number**: 19-9051

- **PHONE / CREDIT CARD**
  - Pick up the phone and call us! Pay using your credit card by calling 02 8920 3611 (choose option 2)
  - We’ll send you a receipt once your payment is made.

- **CHEQUE**
  - Not too many people use cheques these days, but if you do, we’ll happily accept one! Please post it to:
  - Blue Knot Foundation
  - PO Box 597
  - Milsons Point NSW 1565
Dear <insert name>,

<insert name/organisation name> will be <insert event activity e.g. holding a sausage sizzle> on <insert date> in support of Blue Knot Day.

We are reaching out to our local community to help make our <insert event name> a great fundraising success and it would be highly appreciated if you could help us with our fundraising efforts by either donating a prize or making a donation towards our event in support of Blue Knot Day as we will be having <insert event activities e.g. raffles or auctions>.

The money raised will help the Blue Knot Foundation fund their support Helpline so that telephone counsellors can assist adult complex trauma survivors “Untangle the Knot of Complex Trauma” in communities across Australia. Blue Knot Foundation counsellors help adult complex trauma survivors in Australia experiencing distress by providing invaluable psychological and emotional support 7 days a week, 365 days a year 9am - 5pm AEST. This support is provided free of charge and can be accessed through this toll-free number: 1300 657 380.

On this day, we ask all Australians to unite in support of more than 5 million Australian adult survivors of complex trauma. There is valuable work to be done if the Blue Knot Foundation is to achieve its vision that every adult experiencing complex trauma has access to counselling and advice, no matter where they live or their financial situation. The Blue Knot Foundation also works to increase complex trauma awareness in the wider community through training and education programs.

The Blue Knot Foundation is a registered charity and as such monetary donations of $2 or more may be tax deductible. To find out more information about the Blue Knot Foundation or see how you could make a difference, please visit www.blueknot.org.au

If you would like to help us with our fundraising efforts of our event in support of Blue Knot Day please contact <insert contact name> on <insert phone number> or <insert email address>.

Kind Regards,

<insert your name>
OVER 1 IN 4 AUSTRALIANS; OUR FRIENDS, FAMILY, COLLEAGUES OR OURSELVES HAVE EXPERIENCED COMPLEX TRAUMA. THIS CAN BE FROM ABUSE, NEGLECT, OR DOMESTIC AND COMMUNITY VIOLENCE RESULTING IN LONG TERM STRUGGLES WITH HEALTH AND EVERYDAY LIFE.

Complex trauma refers to repeated ongoing interpersonal trauma and abuse, most commonly experienced during childhood, but also in adulthood, or both. The term, complex trauma, describes exposure to multiple traumas, and the impacts of that trauma. Complex trauma, especially from childhood often has multiple impacts including low self-esteem, difficulties with relationships, completing an education, holding down a job, and challenges with mental and physical health.

Blue Knot Day is held every year in October. This year marks the 10th anniversary of Blue Knot Day and it falls on Monday 28th October. Events will be held in support of adult survivors during Blue Knot week from October 28th-November 3rd. The theme this year is:

UNTANGLE THE KNOT OF COMPLEX TRAUMA
EMPOWERMENT, RECOVERY AND RESILIENCE

We’re asking you to support the Blue Knot Foundation’s work with adult survivors of complex trauma by posting a “blue sky moment”. A blue sky represents hope for a path to healing, health, connection and wellbeing. And a blue sky is coming on October 28.

In the lead up to Blue Knot Day on 28 Oct 2019, we’re asking our survivors, partners, friends and family, and interested community members to post a piece of blue sky. Each and every post will embody a sign of hope and the possibility of healing to those with complex trauma. In particular, people struggling in their daily lives may have a glimpse of a blue sky moment which may resonate with them, letting them know that they are not alone.
Survivors in particular may wish to share their personal blue sky moments as part of a community of support for other survivors. Sharing is often empowering and we encourage everyone to like, share or comment with your support as well.

Follow the #BlueKnotDay and #EmpowermentRecoveryResilience hashtags.

WE RECOMMEND THAT ALL POSTS/TWEETS:

- Use the words 'share to show your support' or 're-tweet to show your support'
- Include '#BlueKnotDay and #EmpowermentRecoveryResilience hashtags'
- Include URL to Blue Knot’s website www.blueknot.org.au/BlueKnotDay
- On Facebook, tag key contacts who are likely to share the post
- Tweet @ key contacts who are likely to re-tweet, as above

SUGGESTED POSTS:

We’re supporting #BlueKnotDay to raise awareness for adult survivors of complex trauma. Over 1 in 4 Australians are impacted by repeated trauma, abuse or violence experienced as a child or adult. Share to show your support and hope for healing #EmpowermentRecoveryResilience www.blueknot.org.au/blueknotday

We’re here to support survivors through sharing our “blue sky moment” to help bring hope to survivors, friends, family and colleagues. Over 5 million Australians experience the long-term effects of complex trauma but recovery is possible. Share to show your support #BlueKnotDay #EmpowermentRecoveryResilience www.blueknot.org.au/blueknotday

More than 1 in 4 Australians have experienced complex trauma as a result of abuse, neglect, or domestic and community violence. We’re supporting #BlueKnotDay to raise awareness for survivors and those who support them. We’ve been asked to share our blue sky moment as a sign of hope for our community. #empowermentrecoveryresilience www.blueknot.org.au/blueknotday
THERE ARE SOME CLOUDS / OTHER BUILDINGS / OUR LOGO / A PERSON IN OUR BLUE SKY PHOTO. IS THAT OKAY?

Yes! Many people struggle to find their blue sky moment. The blue sky moment won’t always be perfect, but that glimpse of blue sky can bring hope. Try to avoid putting too much focus on other objects or people. We really want to capture the possibility of hope and healing that can come with a great stretch of blue sky.

WE WANT TO WRITE OUR OWN MESSAGE INSTEAD OF USING THE SUGGESTED MESSAGES.

That’s perfectly fine. We want to make it easy for some of our busy supporters to jump on board with our blue sky campaign, but you can write a caption that’s most relevant to you.

We ask you to please use the #BlueKnotDay and #EmpowermentRecoveryResilience hashtags so we can easily find and share your photos online.

HOW IS POSTING ON SOCIAL MEDIA GOING TO HELP ANYONE?

In this digital age, social media is an important communication tool. Many survivors aren’t ready to share their story. By showing your support, you’re giving people the chance to start conversations at home, in the workplace or with close friends and family and to reach out for support.

The blue sky represents the possibility of recovery and a moment of hope for survivors of complex trauma. We want to capture the feeling of endless blue sky and deliver it to the feeds of all Australians. Sometimes it can be hard to remember that a blue sky moment is possible.

I WANT TO DO MORE THAN THE SOCIAL MEDIA CAMPAIGN

We love that! Go to www.blueknot.org.au/blueknotday for some great ideas on how you can get involved and show your support.
If you have any questions regarding an event, and/or a fundraising process, please do not hesitate to contact us:

**EMAIL:** events@blueknot.org.au  **PHONE:** 02 8920 3611 (Mon-Fri 9am-5pm)
**BLUE KNOT HELPLINE:** 1300 657 380 (Mon-Sun 9am-5pm)
**WEBSITE:** blueknot.org.au
**POSTAL ADDRESS:** PO Box 597 Milsons Point NSW 1565

**CONTACT US**

**JOIN BLUE KNOT FOUNDATION**

Become a Member, a Professional member or a Friend of Blue Knot Foundation to receive free monthly e-newsletter and more!