

White Ribbon Australia 2024

Get involved and help end men's
violence against women.



Contents

- 01 Who are we?
- 02 How to get involved in events
- 03 Hosting an event
- 04 Fundraising details
- 05 Event materials
- 06 Other ways to get involved

WHITE RIBBON AUSTRALIA / 2024

White Ribbon Australia

Who are we?

White Ribbon Australia is on a mission to end all forms of men's violence against women.

Taking a primary prevention approach, we influence and inform systemic and government policy change through grassroots activities, education and conversations.

Our approach actively engages men and boys at all levels, empowering them to contribute to the solution. Through youth programs, educational tools, workplace accreditation programs, and diverse campaigns, White Ribbon leads critical change in this space.



 **White Ribbon**
Australia

WHITE RIBBON AUSTRALIA / 2024

White Ribbon Australia

How to get involved in events

Whether you're a school, workplace or community group, hosting an event is one of the best ways to bring people together to raise awareness of White Ribbon Australia.

Awareness, education and fundraising are crucial steps to help end men's violence against women in Australia. \$100, \$1,000 or \$10,000 – every dollar, and every empowered individual, helps create a safer future.

Check out our list of event ideas for ways to get involved.

EVENT IDEAS

Afternoon Tea

BBQ

Breakfast

Cake Sale

Exhibition

Market Stall

Movie Night

Music Performance

Non-Uniform Day

Raffle

Sponsored Silence

Speaker events

Sausage Sizzle

Sponsored Sport Initiatives

Trivia Night

Walks

Fundraising Gala Night

Workplace Morning Tea

White Ribbon Australia Hosting an event

Events are...	Events aren't...
A day to educate and raise awareness around the issue of men's violence against women.	An opportunity for political grandstanding.
An opportunity to reflect.	An opportunity to celebrate.
An invitation for men to join the conversation.	A finger pointing exercise.
1/365 days a year that White Ribbon shows up.	A day for stunts.
Organisations and People who want to see real change	Tokenism and Grandstanding
Adding value to the conversation.	Talking to the converted.



WHITE RIBBON AUSTRALIA / 2024

White Ribbon Australia Hosting an event

01

FIND OUT HOW.

Thanks for getting involved! We've created some helpful documents full of tips, ideas and steps to help plan your event. Download and digest our event toolkit and key documents.

02

MAKE A PLAN.

Think about how you will rally your community. What will your event look like? What do you want to achieve? Plan your donations. Either collect funds from guests and transfer these electronically, or mail a cheque, or ask guests to donate directly online at www.whiteribbon.org.au/give-now/.

03

LOCK IT IN.

Get the wheels in motion. Choose a time, date and place. Send out the invites. Think about details such as RSVPs, timelines, volunteers, locations and event communications. If you would like to register your event, please visit events.whiteribbon.org.au/get-involved/create-my-own-event

04

SHOW YOUR SUPPORT.

Join the movement to create change with White Ribbon Australia. Download a range of White Ribbon materials to promote your events, including posters and social tiles. Shop our merchandise to sell at your event via store.whiteribbon.org.au

05

START A CONVERSATION.

Conversations are the first step to better understanding your role in ending men's violence against women. Educate your community at your event. Familiarise yourself with our [WRA STOP Kit](#), a tool designed to help you spot unacceptable behaviour and be a true ally to women.

06

MAKE IT COUNT.

Share your event on social media and don't forget to tag us @whiteribbonaustralia. We always appreciate it when our hosts can incorporate fundraising into their events. Funds can be forwarded directly at www.whiteribbon.org.au/give-now/

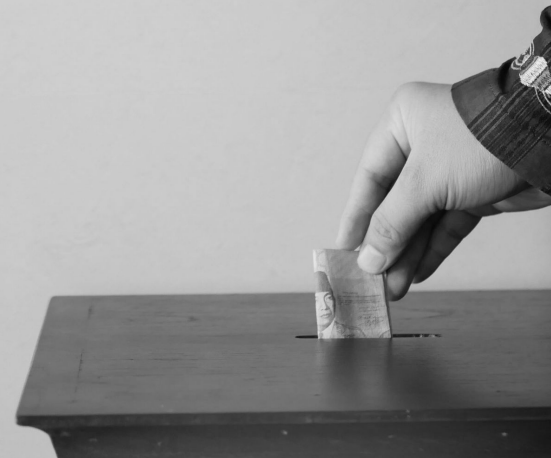
White Ribbon Australia

Fundraising details

We're truly grateful for your support. Any funds can be donated directly online at www.whiteribbon.org.au/give-now/. Alternatively, you can donate by:

1. **Cheque or Money Order** – please include details of the donation's nature and information allowing issuing a receipt if necessary.
Send to White Ribbon Australia, PO Box 730, Cannington, WA, 6987
1. **Bank Transfer:**
Account Name: Communicare Inc - White Ribbon
BSB: 036067
Account No: 662425
Reference: WRM24-*'your details'*

Could you kindly email accounts@communicare.org.au when the payment is processed and indicate in your reference: WRM24 *'your details'*



A large crowd of people is seen from behind, walking or running down a street. Many are wearing white t-shirts with a logo on the back. The scene is overlaid with a solid blue color.

EVENT MATERIALS

To help you spread the word, we've created a range of promotional materials for you to use at your event or on your social channels.

Event materials

Customisable social tile

Promote your event on social media using this customizable social media tile. To use the tile:

1. Create a free Canva account.
2. Click the image template on the right; this will open the template in Canva.
3. Make a copy of the template by going to 'File' in the top left. Then select 'Make a Copy' from the dropdown menu.
4. Enter the details of your event, including your goal, event name, and details, plus an image to help it stand out.
5. Post your event on social media with a link to the event page. Don't forget to tag White Ribbon Australia.



Event materials

Social tile

If you don't have time to customize your own social media tile, that's fine too. You can always share the link to your event with our standard fundraising graphic.

Alternatively, if you share the link in your caption without an image, it will automatically display the image you've uploaded to your event page.



WHITE RIBBON AUSTRALIA / 2024

Event materials

A4 Poster



Lead the Change

Event Details:

Scan the QR code or visit whiteribbon.org.au
for more information.

 **White Ribbon**
Australia



WHITE RIBBON AUSTRALIA / 2024

Event materials

Email Signature Banner

(Desktop)



WHITE RIBBON AUSTRALIA / 2024

Event materials

Email Signature Banner

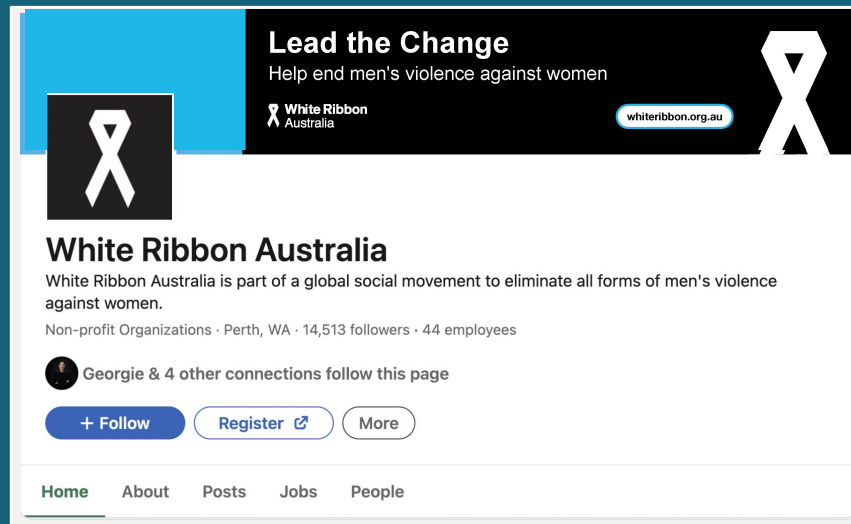
(Mobile)



WHITE RIBBON AUSTRALIA / 2024

Event materials

LinkedIn Cover Image



WHITE RIBBON AUSTRALIA / 2024

Event materials

Facebook Cover Image



Other ways to get involved

Continue to make a difference



Everyday Actions

Unleash your change and be part of the everyday solution. Visit our programs and services to get involved.



Get informed On the issue

Visit our site to better understand the challenge we face in ending men's violence against women and understand how you can get involved in changing this reality.



Start Fundraising

Fundraise for White Ribbon Australia to support our primary prevention initiatives.



Show Your Support

Wearing a White Ribbon Pin starts a conversation on men's violence against women and makes your stance crystal clear. Shop our store.

White Ribbon Australia 2024

Get involved and help end men's
violence against women.

For any urgent enquiries, please reach
us at info@whiteribbon.org.au

