



Big *LOVE* Light Twilight Walk

BIG LOVE LIGHT STARTER KIT

LOVE

is a powerful force.



YOU CAN BE TOO.

Spread the Love

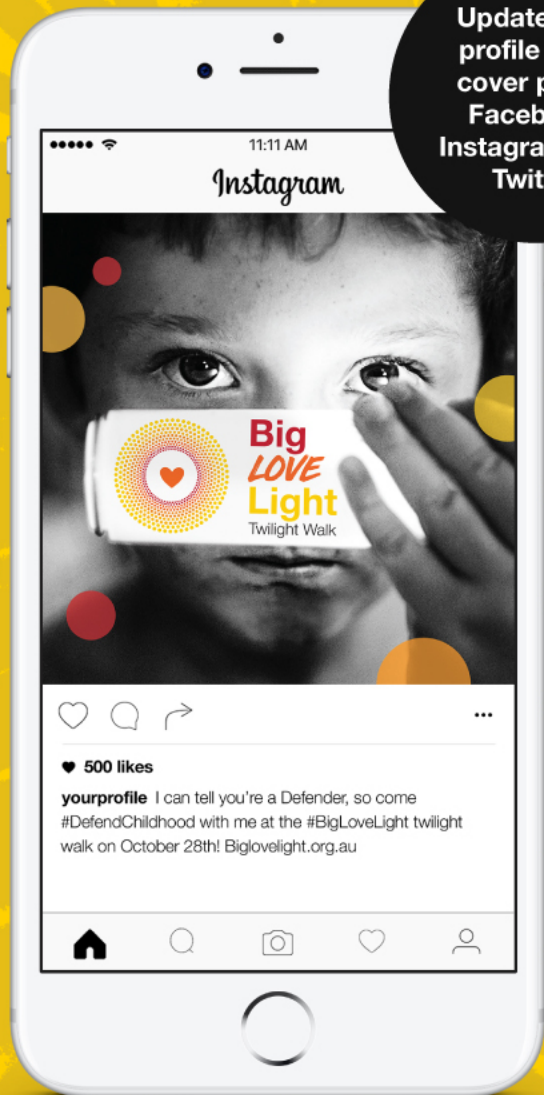
We believe that love is the most powerful force when it comes to keeping children safe from the trauma of abuse, violence and neglect.

But the power of love has an even bigger impact when we come together and amplify each other's voices.

The Big Love Light twilight walk will give our community the chance to stand and walk together to show children how important and precious they are.

Together, we can educate and empower others to take action and Defend Childhood.

We hope this kit will give you the tools you need to spread the word and spread the love



Update your
profile pic &
cover pic on
Facebook,
Instagram, and
Twitter

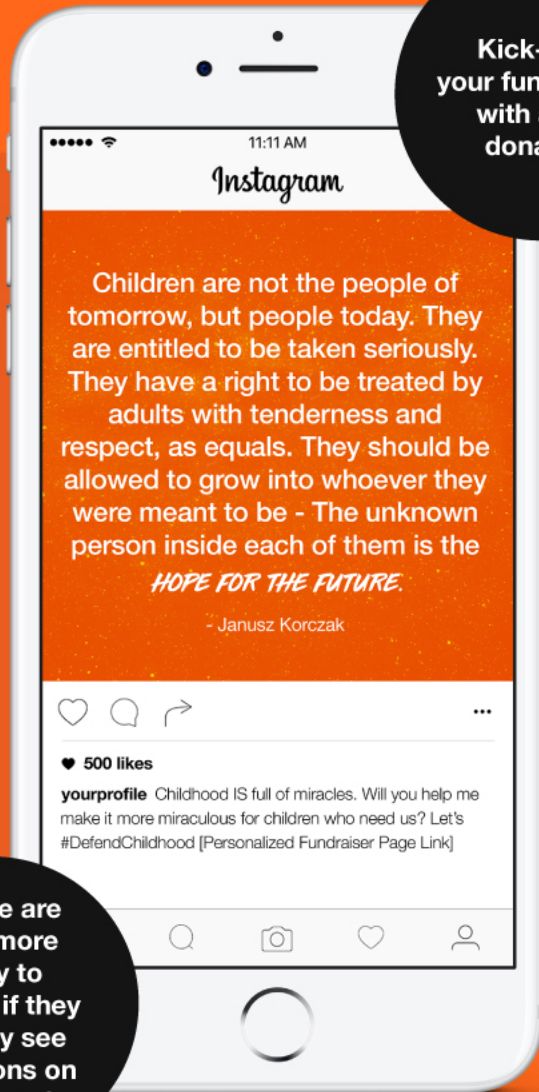
Invite Everyone

You'll have your own way to spread the word to your friends and family, but just in case you need a bit of help, here's some inspiration to get your wheels spinning.

Let's #DefendChildhood at the #BigLoveLight twilight walk on October 28th! By walking together along the Yarra River, our love will turn into action and we will defend childhood for ALL children. www.biglovelight.org.au

A couple other ideas...

- On October 28th, let's join the force for childhood with @AusChildhood at the #BigLoveLight twilight walk. Join me! www.biglovelight.org.au
- Let's show children they're loved. Let's use our voices to help protect them. Join me at @AusChildhood's #BigLoveLight twilight walk! www.biglovelight.org.au



Kick-start
your fundraising
with a \$50
donation

People are
50% more
likely to
donate if they
already see
donations on
the page!

Spread the word... watch the love pour in!

Share your personalised donation link with friends and family!

Childhood IS full of miracles. Will you help me make it more miraculous for children who need us? Let's #DefendChildhood [Personalised Fundraiser Page Link]

A couple other ideas...

- Let's keep childhood filled with moments of wonder. #DefendChildhood at [Personalised Fundraiser Page Link]
- We can help protect children from abuse, so let's #DefendChildhood and show these kids they're loved! [Personalised Fundraiser Page Link]



Extra Ideas for Social Media Posts!

We can help protect children from abuse, so let's
#DefendChildhood and show these kids they're loved!

I'm joining the Big Love Light twilight walk to raise funds for the work of
@AusChildhood. We're going to bring love back into the lives of children who
have been harmed by violence. Love can keep these children safe!

Please help me show love for all children by donating on my page.



**Include Personalised Fundraiser Page Link on Facebook. If on Instagram, tell your network to
click on the link in your profile... and don't forget to add the link to your profile!**



On October 15th wear you heart on your hand!

We're rallying our community to post photos of our hearts on our hands on October 15th with the url www.biglovelight.org.au and the hashtag #DefendChildhood

Here's a sample post to share....

I'm going to #BigLoveLight on October 28 to stand up for children who need us, and showing it here with my heart! @xxxx and @yyyy, please join me!



A couple other ideas...

- **Wonder. Innocence. Childhood.** They're worth defending. Put your heart on your hand, take a photo, and post it with #DefendChildhood!
- **Wearing your heart on your hand** can be your way of telling children they're loved. It's time to stand up and protect them. #DefendChildhood

To **My Friends and Family**

Subject **Let's Defend Childhood at the Big Love Light!**

Hi everyone!

On October 28th, I'm going to Defend Childhood with the Australian Childhood Foundation at their Big Love Light twilight walk.

Too many children continue to suffer from abuse, but WE can stand up and be the voices that tell them they're loved.

Will you come to Big Love Light with me?

Love is the central force in our defence of childhood. Its incredible power will keep children safe and make it harder for violence to take hold in our communities. By walking together, our love will turn into action and defend childhood for ALL children.

Sign up (and learn more!) at www.biglovelight.org.au to walk with me.

If you can't come walk with us, please think about donating to my fundraising page to help these kids. You can still shine a big love light for them! Here's where to go: [include personalised fundraising link]

Thank you!

Spread the Love Over Email

Sending an email to your friends and family is one of the most personal ways to get others involved! Need some help writing it?

HERE YOU GO!



- Every night, more than 46,500 Australian children can't sleep in their own beds because it's unsafe.
- In 2015–16, there were almost 356,000 notifications of abuse across Australia. That equates to one report every two minutes.

(AIHW - Child Protection in Australia 2015-2016)

- The number of children in protective care has tripled since 1996.
- 68% of abused children referred to the Australian Childhood Foundation are at least two years behind academically, but 77% of children catch up to their age-appropriate academic level as a result of their involvement with the Foundation.
- 94% of children show a significant improvement in their trauma symptoms within their first 12 months at the Australian Childhood Foundation.

Stats to Help You #DefendChildhood

Sharing some simple numbers can bring to life why child abuse is such a big issue... and it can be the inspiration someone needs to take action!



Media Assets

All of the images referenced, plus additional images, can be found at this link:



www.biglovelight.org.au/social-share/

PS: We also included cover photos and profile pictures for your social accounts!



Don't Forget to Tag Us!

Instagram **@auschildhood**

Facebook **@australianchildhood**

Twitter **@AusChildhood**

#DefendChildhood

#BigLoveLight

www.childhood.org.au

www.biglovelight.org.au



Contact Us

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THANK YOU!



**Australian
Childhood
Foundation**