



## FUNDRAISING TOOLS

# Birth Trauma Awareness Week 2021

Thank you for your supporting birth trauma awareness. Raising money might seem daunting but we're here to help. Below are some tools to help you kick start your fundraising.

## Top 5 Fundraising Tips

- 1 Donate to yourself**

Lead by example and kick off your fundraising by making a donation to yourself. It can set the tone for what others give. If you donate \$100, your network will follow suit.
- 2 Personalise it**

Photos of yourself are shown to encourage donations. Add a pic or short video in your WalknTalk T-shirt and let your families and friends know why you are raising money for specialised birth trauma support.
- 3 Share, share, share**

Ask your friends, family and social networks for help to reach your fundraising target. Use a range of methods to share the WalknTalk event: SMS, email, socials and good old word of mouth to spread the word. This is the fastest and easiest way to reach your target. Don't forget to keep following up especially on social media.
- 4 Raise funds your way**

You can boost your fundraising in a variety of ways. Perhaps your employer will offer to match donations or you could run an event and encourage participation (for a donation of course!). Perhaps you have a special skill or interest that you can use... mindfulness, yoga, baking, cheese tasting, quizzes and more are all great ways to have fun and encourage participation.
- 5 Thank your supporters**

It is so important to thank each and every one of your donors. Thanking people for their donations should be timely, personal and appropriate.

# Virtual WalknTalk

#starttheconversation

[fundraise.birthtrauma.org.au](https://fundraise.birthtrauma.org.au)

#starttheconversation #betterhealing  
#ABTAwalkntalk

REGISTER TODAY

## Downloadable resources

A range of social media tiles, WalknTalk logos, printable posters and other resources are available for download on our website. Use these to spread the word!

## WalknTalk T-shirts

Don't forget to purchase a WalknTalk T-shirt from Redbubble! Take a pic and post it on socials to raise awareness with the event hashtags. Purchase a T-shirt at [redbubble.com/people/TheABTA/shop](https://www.redbubble.com/people/TheABTA/shop).

Social media is an easy way to spread the word and ask for donations. You can use the social media tiles available as downloadable resources and add a message.

We have included some example messages to get you started.

## Facebook/Linked In/Email

"I'm doing something important this year, and I need your help! In July, I'm taking part in the Australasian Birth Trauma Association's WalknTalk."

"Why am I doing this? To raise much needed funds for birth trauma support services. It's hard to hear, but important to say: birth can be traumatic. In fact, 1 in 3 women describe their birth experience as traumatic, while 10-20% of first-time mothers will sustain long-term physical injury from childbirth".

"I'd love it if you could support my walk and help make a difference for women and their families everywhere. If you would like to give (THANK YOU!), please visit the link below."



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### IN ASSOCIATION WITH Birth Trauma Awareness Week 2021

#### Twitter/Instagram

"I'm walking in the WalknTalk this year to #starttheconversation about birth trauma and could use your help to make a difference to the support available. Please donate today" - be sure to insert your link.

#### Tips

- Use a social media tile or picture of yourself in your WalknTalk t-shirt to get more attention
- Tag the ABTA (@birthtrauma.org.au) and include the event hashtags in your posts (#starttheconversation #betterhealing #ABTAwalkntalk)
- Include a fundraising goal
- Request for your friends/followers to like or share your post (so more people can see it)
- Say why you're fundraising for the ABTA's WalknTalk
- Post regularly and let everyone know how far you have to reach your goal
- Thank those that donate

#### Events

You can boost your fundraising efforts, have fun, and raise birth trauma awareness by running an event in the lead up to the WalknTalk. Think Trivia Night, cake stall, sausage sizzle, morning teas, karaoke night, raffle, office collection or dress up day. Before you hold your event you'll need to obtain an Authority to Fundraise letter. Just email us at [marketing@birthtrauma.org.au](mailto:marketing@birthtrauma.org.au).



[redbubble.com/people/TheABTA/shop](https://www.redbubble.com/people/TheABTA/shop)

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