

# Red Nose Day: Key Messaging Guide for Partners



red  
nose  
day

# About this guide

**Thank you for getting behind Red Nose Day this year and helping us to stop little lives being cut short. Your support is wholeheartedly appreciated and really does make a BIG difference for Aussie families.**

This guide has been created to assist you to share information with your customers, employees and other stakeholders about Red Nose Day.

Please help us spread the word about how Australians can get silly for a serious cause and help fund research, support families and save little lives this Red Nose Day.

## About Red Nose Day

Red Nose Day is one of the longest-running and most recognisable fundraising and awareness days in Australia.

For the past 35 years, Australians have rallied to fund ground-breaking research, lifesaving education, and bereavement services to support Australian families.

Since Red Nose Day began in 1988, there's been an incredible 80% reduction in sudden infant deaths. But even with this reduction, our work is not close to being done.

That's because every day, 9 babies and young children still die suddenly and unexpectedly in Australia – that's a heartbreaking 3,000 little lives lost every year.

For these devastated families, Red Nose relies on Australians' generosity to provide much-needed counselling and support to the thousands of families experiencing the unimaginable grief of losing their baby or child.

## Aim of the Red Nose Day 2023 Campaign

Our goal is to raise \$1,000,000 this Red Nose Day to help fund critical research, support services for families, and to save little lives through our education and advocacy programs.

The awareness campaign runs from the month of July until the middle of August, with the majority of campaign activity taking place on the week of Red Nose Day (Monday 7 - Friday 11 August).

# How can people get involved in Red Nose Day?

There are lots of ways you can encourage your customers and employees to get silly for a serious cause this Red Nose Day, including:

- **Buy Red Nose Day merchandise** (including our new Wiggles plush toys, animal socks and fun tote bags)

Visit [rednoseday.org.au/shop](https://rednoseday.org.au/shop) to find out more

- **Create your own fundraiser** - this can be a physical event or an online fundraising page.

Visit [rednoseday.org.au/get-involved](https://rednoseday.org.au/get-involved) to find out more

- **Rock the Red** - hold a red dress up day, dye your hair, bake something red, etc.

Visit [rednoseday.org.au/rockthered](https://rednoseday.org.au/rockthered) to find out more

- **Red Nose Disco** - targeted at childcare, early learning centres and kindergartens. Kids can enjoy their own dance party during the month of August.

Visit [rednoseday.org.au/disco](https://rednoseday.org.au/disco) to find out more

- **Use the digital filter** - Access the free digital Red Nose filter through Instagram or Facebook. Tag Red Nose in any photos you capture using the filter!

Visit [rednoseday.org.au/digitalnose/links](https://rednoseday.org.au/digitalnose/links) to access the filter links

- **Make a donation** - supporters can make a direct donation that will have a huge affect on the success of Red Nose Day and the families we support.

Visit [rednoseday.org.au/donate](https://rednoseday.org.au/donate) to make your contribution

- **Matched Giving Appeal** - from Thursday 10th August at 1pm, until the end of Red Nose Day on Friday 11th August, all donations received through the Red Nose Day website will be DOUBLED by some very generous partners to help us celebrate 35 years of Red Nose Day!

The announcement of the Matched Giving Appeal won't be made until Wednesday 9th August. But following that we would love for this activation to be promoted during the week of Red Nose Day.

Find out more, visit [rednoseday.org.au](https://rednoseday.org.au).

# Where does the money go?

**Every dollar raised on Red Nose Day funds research, support services for heartbroken families, and our education and advocacy program to save little lives.**

**Some examples include:**

- \$45 can help save a baby's life by funding a parent's call to our Safe Sleep Advice Line.
- \$80 can provide immediate support for a grief-stricken family in crisis.
- \$128 can fund a hospital discharge pack with all of the tools a new parent needs to keep baby safe at home.
- \$250 can help fund ground-breaking research to help unlock the reasons why babies die from SIDS and stillbirth, and then help prevent it.

## Our impact so far

- Over \$18m invested in research to date
- 80% reduction in Sudden Infant Death in Australia
- Over 11,000 little lives saved and counting since the first Red Nose Day

## The impact of the last Red Nose day

**Your support of Red Nose Day helped us provide:**

- Access to Red Nose Counselling and other support services to 1200 new families
- Over 23,000 support sessions for grieving families
- Care and support for over 3,800 calls to our 24/7 Support Line from families in distress
- Funding for two research projects in Australia to help save little lives.
- Training services for over 10,000 early childhood educators and health professionals
- Safe sleep and safer pregnancy training for 250,000 parents and carers



# How you can engage your customers & supporters this Red Nose Day

Your support will make an enormous difference to the success of our campaign.

Thank you for creating awareness and promoting engagement in the 35th annual Red Nose Day.

## When to post:

We would love to have as much support as possible for the Red Nose Day campaign, and a calendar of posts could look something like this:

**June - July:** Encouraging supporters to register their own fundraiser or buy merchandise.

**August:** Encouraging supporters to make a donation, register or buy merch.

**Wednesday 9th August:** Announcing the Red Nose Day Matched Giving Appeal launching on Thursday at 1pm.

**Thursday 10th - Friday 11th August:** Encouraging supporters to donate to the Red Nose Day Matched Giving Appeal before the end of Red Nose Day on Friday.

## Hashtags & Handles:

**Main hashtag:** #rednoseday

**Secondary hashtags:** #sillyforaseriouscause #digitalrednose

Tag us on Instagram: @rednoseaustralia

Tag us on Facebook: @RedNoseAus

## Links and content background info:

### General support

If you are posting a general post or story about Red Nose Day, please include the following in your content or bio: [rednoseday.org.au/](https://rednoseday.org.au/)

### General donation

If you are posting a general post or story about donating to Red Nose Day, please include the following in your content or bio: [rednoseday.org.au/donate](https://rednoseday.org.au/donate)

### Buy merchandise

Red Nose will be selling merchandise in their online shop from June - August. Items include limited edition Wiggles plush toys, socks and tote bags, as well as the iconic red nose, car nose and more.

If you are encouraging supporters to purchase official Red Nose Day merchandise please include the following link: [rednoseday.org.au/shop](https://rednoseday.org.au/shop)

## **Use the digital Red Nose filter**

The digital Red Nose filter will be available on Facebook and Instagram. Supporters can use the filter to help generate awareness for Red Nose Day.

We would also like to encourage any supporters using the filter to visit the Red Nose Day website to donate.

Please include the following link in your posts, stories, or bio: [rednoseday.org.au/digitalnose/links](https://rednoseday.org.au/digitalnose/links)

## **Donate to the Matched Giving Appeal (only between Thursday 10 August @1pm – Friday 11 August)**

From 1pm on Thursday 10th August, Red Nose will be running a 35-hour Matched Giving Appeal to celebrate 35 years of Red Nose Day!

This means any donations received via the donation form on the Red Nose Day website will be matched by a generous group of donors and partners.

The website will be re-branded during these dates to indicate to supporters that any donations made will be doubled.

Please include the following link in your posts, stories, or bio (it will be the same link as the general donation page): [rednoseday.org.au/donate](https://rednoseday.org.au/donate)

# Accessing the Digital Red Nose Filters for your own team

The digital filters are a quick, easy and effective way for organisations and employees to show their support and encourage people within their network to get involved in Red Nose Day.

## How it works:

1. Using your mobile, access the links to either the Instagram or Facebook Red Nose Day filters.
2. Take a video or screenshot using the filter and then save it to your phone.
3. Share the video or screenshot and don't forget to @ Red Nose and use the campaign hashtags.

**Facebook** - @rednoseaustralia

**Instagram** - @rednoseaus

#rednoseday #sillyforaseriouscause #digitalrednose



# Suggested posts for social media

**Copy and paste the following text on an Instagram or Facebook post, or use the content to form part of your own posts or emails about Red Nose Day**

## June/July posts

### Register your fundraiser

This August, join us and get silly for a serious cause as we celebrate 35 years of Red Nose Day! Register to fundraise for Red Nose Australia and help save little lives and support grieving families.

Money raised contributes to vital services such as their:

- 24/7 Support Line for families who have experienced a miscarriage, stillbirth or death of a baby or child.
- Research programs that will help save little lives and design better bereavement care for Australian families.

Visit [rednoseday.org.au](http://rednoseday.org.au) to find out more.

#rednoseday #sillyforaseriouscause

### Buy merchandise

Get silly for a serious cause and do it in style!

The Red Nose Day merchandise range has just arrived, featuring an exclusive plush toy range from The Wiggles, new and cute animal socks for men and women, funky new tote bags and loads more!

3,000 little lives are lost in Australia each year to stillbirth, SIDS and other sleeping accidents. Help @rednoseaustralia raise \$1,000,000 this Red Nose Day to fund life-saving research, vital education programs, and 24/7 support services for grieving families.

Treat yourself, or surprise a loved one with a gift that gives back.

Order your merchandise today at [rednoseday.org.au/shop](http://rednoseday.org.au/shop)

#rednoseday #sillyforaseriouscause

### **Digital Red Nose filter (posted using a Red Nose Day digital nose image)**

How cute do we look?! This digital red nose filter can only mean one thing - that's right, it's almost Red Nose Day!

Come on, let's see your digital red nose! Search 'Red Nose Day' in the effects section of Instagram or Facebook and get silly for a serious cause with this awesome red nose filter.

Join us! Please help @rednoseaustralia raise \$1,000,000 to help save little lives, support grieving families, and fund new research this Red Nose Day.

Head to [rednoseday.org.au/donate](https://rednoseday.org.au/donate) and donate today![te](#) and donate today!

#rednoseday #sillyforaseriouscause

## **August posts**

### **Donate to Red Nose Day**

For the past 35 years, Australians have rallied to fund ground-breaking research, lifesaving education, and bereavement services to support Australian families.

If you donate today, you could help discover the next breakthrough in the fight against SIDS and stillbirth.

Red Nose Day is aiming to raise \$1,000,000 before the end of Friday 11 August, and you could help make that happen!

Your support is wholeheartedly appreciated and really does make a BIG difference for Aussie families.

Head to [rednoseday.org.au/donate](https://rednoseday.org.au/donate) and donate now.

### **Donate to the Red Nose Matched Giving Appeal (Thursday 10 – Friday 11 August)**

Celebrating thirty five years of Red Nose Day! From 1pm Thursday 10th August all donations will be matched by our generous Matched Giving Partners!

The most exciting part of that is right now, all donations that are made to Red Nose Day will be MATCHED by their generous Matched Giving Partners!

That means if you donate \$50, it will be automatically DOUBLED to provide \$100 worth of funding to Red Nose. Donate now and help Red Nose raise \$1 million before the end of Red Nose Day on Friday 11 August.

Every donation helps save little lives, fund new research and provide much-needed counselling support services to grieving families.

Visit [rednoseday.org.au/donate](https://rednoseday.org.au/donate) to make TWICE the difference for little lives and families in need.



### **Partners/Sponsors of the Matched Giving Appeal**

We are so excited to announce that we have partnered with Red Nose and donated \$XX,XXX to the Red Nose Day Matched Giving Appeal! That means any donations you make between Thursday 10 August @ 1pm until midnight on Friday 11th August will be MATCHED dollar for dollar!

So if you donate \$50, it will be DOUBLED to provide \$100 worth of funding to Red Nose!

We are so proud to be support this incredible cause.

Get involved today and double your impact for the families Red Nose support!

Every donation helps save little lives, fund new research and provide much-needed counselling support services to grieving families.

Visit [rednoseday.org.au/donate](https://rednoseday.org.au/donate) to make TWICE the difference for little lives and families in need.

# Advice for posts with babies in photos/videos

Red Nose has an important role to play in educating Australians about keeping babies safe. The following tips are in line with the kind of advice Red Nose provides new parents every day. We'd appreciate your support in following the below advice for any posts you create with babies featured.

## **Baby asleep or in cot**

If you are including photos of babies sleeping or in their cot, please ensure they are doing so safely – in line with our Red Nose [Safe Sleep Image Guidelines](#). Ensure cots are empty with no pillows, blankets or plush toys. No loose sheets, settling devices, incline devices.

## **Baby at play**

If you are including photos of babies playing, please ensure they are not wearing any necklaces or dummy clips. Please don't include photos of young babies on their tummy, unless you can see a parent or guardian supervising in the photo.

## **Babies and Red Noses**

The Digital Red Nose filter is the only way to go for such a little nose! Physical Red Noses should only be worn by children aged over three.



# Facts about Stillbirth & Sudden Infant Death

## **What is stillbirth and sudden infant death?**

Stillbirth is where a baby dies from 20 weeks and onwards in pregnancy.

SUDI stands for Sudden Unexpected Death in Infancy. It is the umbrella term for all deaths that occur in babies aged 0-12 months where the baby dies while sleeping or in the sleeping environment. It includes SIDS, overheating, suffocation, falling out of the cot, co-sleeping and smothering.

SIDS is a specific medical designation given when a baby dies in the sleeping environment, but after thorough investigation the actual cause of death cannot be determined.

## **How many Australian babies sadly die each year?**

The latest statistics are heartbreaking. More than 3,000 Australian babies die suddenly and unexpectedly each year - that's more than 9 little lives lost every single day.

## **What is known about stillbirth causes?**

In Australia, over 50% of stillbirths that occur each year - in the last weeks of an otherwise healthy pregnancy - have no known cause or causes, but there are things parents can do to reduce their risk.

## **How can stillbirth risks be reduced?**

During pregnancy, mums-to-be should:

- Not smoke or be around people smoking
- Sleep on their side in the last trimester
- Be conscious of their baby's movements, and seek medical assistance if something changes
- Lead a healthy lifestyle

## **How can sudden infant death risks be reduced?**

There are six key ways to sleep baby safely and reduce the risk of sudden infant death:

1. Sleep baby on their back
2. Keep head and face uncovered
3. Keep baby smoke free before and after birth
4. Safe sleeping environment night and day
5. Sleep baby in safe cot in parents' room
6. Breastfeed baby

Find out more here [rednose.org.au/section/safe-sleeping](https://rednose.org.au/section/safe-sleeping)

# Thank you!

**We appreciate your support promoting Red Nose Day and creating awareness for our cause.**

**The more Australians we can reach with our Red Nose Day messages, the greater impact we will be able to have for the thousands of families that rely on our support every day of the year.**

## Contacts

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