



# TOWER OF STRENGTH

## CAMPAIGN IMPLEMENTATION CHECKLIST

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**The following checklist has been created to help you implement the Tower of Strength advocacy campaign in your local community. Some activities are easy to implement and some require a little more effort. If you need any assistance, contact the Campaign Coordinator at your State/Territory Peak - details are listed at [www.volunteeringaustralia.org/towerofstrength](http://www.volunteeringaustralia.org/towerofstrength)**

- Brief all your staff and volunteers on the campaign so they are clear about what, collectively, we are aiming to achieve.
- Review the campaign pages on [www.volunteeringaustralia.org/towerofstrength](http://www.volunteeringaustralia.org/towerofstrength).
- Order campaign collateral from the Volunteering Australia website to promote the campaign including postcards and stickers.
- Download posters to print off internally. Provide to local MPs and volunteering involving organisations to show their support.
- Place a link to the Campaign Petition on your website using the campaign web tile.
- Use the email signature JPG in your email signature. Be sure to link to the Campaign Petition.
- Identify great examples of your organisation supporting local community organisations to demonstrate the vital role you play to ensure safe, effective and sustainable volunteering locally. Send your examples to the campaign contact at your State Peak to post on the Community section of campaign pages on the Volunteering Australia website.
- Post examples of how you support your community on Facebook & Twitter. Link your posts back to the Campaign Petition.
- Write to your local MPs asking for a meeting to discuss the impact of the funding changes and ask for their support (Template in development).
- Send an email to all your networks asking for support by completing the Campaign Petition (Template in development).
- Prepare a one page briefing sheet to demonstrate the great things your organisation does to support safe, effective and sustainable volunteering in your community. Where possible add local examples (Template in development).
- Send a media release to your local newspaper and radio station to encourage them to report on the campaign and support the vital role you play to ensure safe, effective and sustainable volunteering locally (Template provided).
- Read the fortnightly campaign eNewsletter for updates on discussions at all levels of Government and DSS, new Online Resources and examples of campaign implementation across the nation.