Welcome to the Never Alone campaign promotion pack. A sincere thank you for supporting the campaign and the Luke Batty Foundation.

This pack contains a set of campaign collateral that aim to make it easy for your organisation to promote the campaign to your networks, customers, members, employees and supporters. You can use this content in its entirety or modify it to suit your audience.

Within this pack you will find:

- A launch eDM (electronic direct mail)
- Facebook posts
- Campaign social media images
- Twitter posts
- Campaign website buttons
- Campaign video

These elements will help ensure you have the necessary tools to give your supporters and networks every chance to join the campaign. This document contains links throughout where you can access original files for each item.

Thanks again for your support in helping to build a movement of Australians ready stand for change and address family violence.

Rosie Batty
Luke Batty Foundation
eDM version 1 – a message from Rosie Batty

*eDM copy to introduce the campaign to your networks via an email newsletter or similar - it includes a sign up call to action and introduction to the campaign.*

Hi [name],

You may already know my story. Last year I lost my son Luke when he was murdered by his own father at cricket practice. He would have turned 13 this June.

Luke isn’t the only child to have been killed by a father. I am not the only one to have suffered. Every day a woman reaches out to me to share their own stories of fear, violence and loss in their homes.

Since then I’ve become Australian of the Year and have found myself talking to the media, meeting politicians and being invited to talk as a key note speaker to numerous community forums, corporate events and family violence conferences. I am totally committed to making a difference.

So far this year two women have been murdered every week on average. Every three hours a woman is hospitalised.

That’s why I have launched a new campaign - to help give victims of family violence a voice and try and turn these terrible statistics around.

You can help. I am asking all Australians to sign up to the Never Alone campaign at [www.neveralone.com.au](http://www.neveralone.com.au)

Together we can build a groundswell of support for change that will make it impossible for the issue of family violence to be ignored.
We will stand with the victims of family violence so that they are supported in the community and have a powerful voice in the corridors of power.

That's my mission – but I can't do it alone.

Please stand with me and sign up at neveralone.com.au

Rosie Batty
Australian of the Year
Dear [name],

[Organisation] is supporting a new campaign and it’s one we feel passionate about. We wanted to share it with you.

Many of you will have heard Rosie Batty’s story. Last year her son Luke was murdered by his own father at cricket practice.

Since then Rosie has been awarded with Australian of the Year and made it her mission to give victims of family violence a voice and make it every Australian’s business. She is totally committed to making a difference.

Now Rosie is asking Australians to stand with her beside every victim by signing up to her new campaign at www.neveralone.com.au.

So far this year two women have been murdered every week on average. Every three hours a woman is hospitalised.

Rosie wants to build a groundswell of support for victims that will make it impossible for them to be ignored any longer.

The Never Alone campaign will stand with the victims of family violence so that they are supported in the community and have a voice in the corridors of power.

Stand beside Rosie and all victims at www.neveralone.com.au

Sincerely,

[Organisation]
Facebook posts

Below are examples of Facebook updates that you can use to boost awareness of the campaign on your own pages. For best results these posts should be accompanied by an image and link to the Never Alone website – listed below - and included as links to high resolution image files.

Facebook post 1

My son Luke was murdered by his own father at cricket practice. He would have turned 13 this June. Please stand with me beside every victim of family violence at www.neveralone.com.au

Together we will give victims a voice and demand our leaders act.
- Rosie Batty, Australian of the Year
Facebook post 2

On average this year, two women have been murdered every week. Every three hours a woman is hospitalised.

This is unacceptable. Australia needs big changes.

Please stand with Rosie Batty and the Never Alone campaign. Together we will support victims and demand our leaders act. Go to www.neveralone.com.au and sign up.
Campaign social media images

Original image files at the correct size for Facebook can be found below.

Click here to download. 
http://bit.ly/1Ik7Lnu

Click here to download. 
http://bit.ly/1BlLrwT
Twitter posts

Examples of Tweets you can use to boost awareness of the campaign from your own accounts. For best results these posts should be accompanied by an image and a link to the Never Alone website.

Tweet 1

Together we will give victims of family violence a voice and demand our leaders act
#Never Alone neveralone.com.au

Tweet 2

[We/I] are standing with Rosie Batty and every victim of family violence. Join us
#Never Alone neveralone.com.au

Tweet 3

Family violence can happen to anybody. It is every Australian's business. Stand with us at
neveralone.com.au #Never Alone
Campaign website buttons

These images can be embedded into your website and linked to the Never Alone website.

Download long version: http://bit.ly/1d2swev

Download stacked version: http://bit.ly/1RaFCnx
Campaign launch video

*We hope you will share this video on social media and post it to your website and other communication channels.*

YouTube: https://www.youtube.com/watch?v=pamZIdANm2o

Campaign poster

*This poster can be used at events and in workplaces to promote the campaign.*

https://d3n8a8pro7vhmx.cloudfront.net/essential/pages/131/attachments/original/1435128223/LBF-never-alone-poster-D4_PRINT.pdf?1435128223