Social Media Messaging Guide

Bravehearts
Educate Empower Protect
Our Kids

777 MARATHON
7 MARATHONS 7 STATES 7 DAYS

Thank you for taking part in 777 Marathon and supporting Bravehearts in its Mission to prevent child sexual assault in Australia.

Adding your voice to this very important issue helps to break the silence around this crime and clearly demonstrates to Australians that there is nothing more important than protecting children.

How to use this guide

You can use this guide to help you formulate your social media posts about your fundraising efforts for 777.

In this guide

In this guide you will find;

- FAQs about 777 and Bravehearts
- Key campaign messages;
- Wording for social media posts;
- Campaign hashtags;
- Overview of 777 social media assets.

FAQs about 777 Marathon and Bravehearts

Q   What is 777 Marathon?

A   777 Marathon (777) was created in 2013 as a unique way for individuals to raise money for and awareness of Bravehearts and the prevention of child sexual assault. 777 is an annual ultra-Marathon that sees participants travelling across seven states, running one leg in each state each day over seven days.

777 is unique in that it attracts not only marathon enthusiasts, but also regular people who are looking for an endurance challenge that supports an important cause.

In order to participant in 777 runners must fundraise for and support the cause of Bravehearts. The Marathon involves two categories of participants – **National Runners** and **State Runners**:

- National Runners are those participants who commit to the entire seven days and seven state legs and raise a minimum of $10,000 each for Bravehearts.
- State Runners are those participants who choose to run one leg of the Marathon (usually the one in their home state). State Runners can choose to register for their state leg as an individual participant, or as part of a team. Individual runners raise a minimum of $130 for Bravehearts and teams a minimum of $360.

Since its inception 777 Marathon has raised over half a million dollars for the prevention of child sexual assault.

Q   Who is Bravehearts?

A   Bravehearts is Australia's leading child protection organisation working holistically to prevent child sexual assault.
Bravehearts EDUCATES, EMPOWERS and PROTECTS Australian children by way of nationally recognised school and early-learning programs, training, specialist counselling services, research and lobbying.
Bravehearts' Vision is to make Australia the safest place in the world to raise a child.

Q   What will Bravehearts do with the funds raised for 777?
Funds raised go towards helping Bravehearts prevent child sexual assault via preventative education and training programs. Funds also go towards supporting survivors of child sexual assault (including children and their protective family members, and adult survivors) via Bravehearts' specialist counselling services.

Key campaign messages of 777 Marathon 2019

- ✓ 777Marathon is Australia's mightiest marathon, with 7 marathons run across 7 states over 7 consecutive days.
- ✓ 777 Marathon raises funds for the prevention of child sexual assault.
- ✓ Every two hours in Australia, a child is sexually harmed in some way. It could be a child in your life, or someone you know.
- ✓ All Australians must work together to protect kids from the crime of child sexual assault.
- ✓ Educating children about personal safety is key to preventing child sexual assault.

Wording for social media posts

Following is suggested wording for your social media posts in the lead-up, during and post the event. These suggested posts have been written to reflect the key messaging of 777 Marathon 2019.

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777 HASHTAGS

Please help us increase exposure of the campaign by adding the following HASHTAGS to all your social media posts:

#Bravehearts   #777   #777Marathon2019   #Run4Kids   #ProtectKids   #BeBrave

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[I'm/We're] taking part in 777 Marathon to raise funds for the prevention of child sexual assault. Please help [me/us] meet our fundraising goal of $[INSERT GOAL] by donating online today at [INSERT LINK TO YOUR FUNDRAISING PAGE]. #HASHTAGS
Join [me/us] in making our community safer for kids by supporting my fundraising for 777 Marathon, which raises funds for Bravehearts. You can donate here: [INSERT LINK TO YOUR FUNDRAISING PAGE]. #HASHTAGS
[I'm/We're] helping child protection organisation Bravehearts to protect Aussie kids from child sexual assault by running in 777 Marathon 2019. Join [me/us] in supporting this important cause by donating today: [INSERT LINK TO YOUR FUNDRAISING PAGE]. # HASHTAGS
I am running in the [INSERT STATE] leg of 777 Marathon on [INSERT DATE OF RUN] in support of Bravehearts, Australia's leading child protection organisation. Why not join me? Together we can raise much needed funds and awareness for the prevention of child sexual assault in our community! [Register as a state runner today / Join my team today] [INSERT LINK TO 777 SECTION OF BRAVEHEARTS WEBSITE]. #HASHTAGS
Every 2 hours a child in Australia is sexually harmed in some way. [I / we] are taking a stand against this crime by running in 777 Marathon. Join [me/us] in protecting Aussie kids by donating today – every little bit counts! [INSERT LINK TO YOUR FUNDRAISING PAGE]. #HASHTAGS

Social media assets and useful resources

We have created a suite of useful digital assets that you can download and share on your own social media platforms. You can access these in the 777 section of the Bravehearts website - bravehearts.org.au.

Digital assets you can download include;

- Facebook cover banner
- Instagram tile
- Email signature
- 777 logo
- Proudly Supporting Bravehearts logo

Need to get in touch with us?

Call us on **07 5552 3000**

Or email us at **fundraising@bravehearts.org.au**