



compelled
by love



LET'S CELEBRATE!

DONATE YOUR BIRTHDAY!

**Being another year older is just another
chance to change the world!**



HAPPY BIRTHDAY TO YOU!

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We are so honoured that you have decided to donate your birthday to one of our incredible projects.

It's people like you who make a real difference in the world!

Here is a rundown of what to expect as well as a few many hints to make sure your campaign is successful!

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If you haven't already, be sure to submit your birthday campaign at:
www.compelledbylove.org.au/happy-birthday

If you would like to speak with one of our team members at anytime regarding your campaign, please email info@cbl.org.au

Thank you for your continued support and love!



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WWW.COMPELLEDBYLOVE.ORG.AU

E: info@cbl.org.au P: +61 3 8769 7203



BIRTHDAY CAMPAIGN INSTRUCTIONS:

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STEP 1:

We will do the back end work and establish your campaign on a platform called 'Chuffed'.

It's very user friendly and takes donations online. We encourage you to share the link with all your friends and family on Facebook, Instagram and email. If you would like to check out the chuffed platform prior to your campaign launch, you can do so here –

www.chuffed.com

STEP 2:

2 weeks before your birthday, we will email you a link to your chuffed campaign. We will make you an 'Admin' on the account which will allow you to make any changes and track your progress as you go

STEP 3:

We suggest you share the campaign at least 1 week prior to your birthday. You can do this by sharing on social media, emailing people or even sending out a text with the link. When notifying your friends and family about the campaign, the more personalised your approach is, the more successful your campaign will be

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BIRTHDAY CAMPAIGN INSTRUCTIONS (CONT'D):

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STEP 4:

We will be in contact with you along the way to see if there is anything else we can assist you with

STEP 5:

After 30 days, the campaign will be complete! All donations will automatically be sent to the Compelled by Love bank account.

STEP 6:

Send out a message on social media and thank everyone for helping you to donate your birthday! It's also a great idea to contact your campaign supporters individually and let them know how grateful you are for their support.

You're all done!
Give yourself a pat on the back and have a slice of birthday cake :)

THANK YOU!

From the whole team at CbL

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Don't forget to follow us on social media and tag us in your campaign post!

 @compelledorg

 /compelledbylove.org.au



TIPS AND TRICKS TO MAXIMISE YOUR IMPACT!

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TIP 1: Did you know many workplaces match 'dollar for dollar' when one of their staff members donates to a registered charity? Why not ask if your workplace has any Corporate Social Responsibility policies in place that will increase your impact.

TIP 2: Be sure to let your supporters know that any donation over \$2 will be tax deductible. Anyone who makes an online donation will automatically receive a tax receipt via email.

TIP 3: If any of your supporters would like to make a cash donation, that is perfectly fine. You can deposit to:

Account: Compelled By Love
BSB: 033-369
Account Number: 350909

Please email info@cbl.org.au with your supporter's name, donation amount and email address and we will issue them a tax receipt.

TIP 4: To maximise your impact, share the campaign link on your social media once a week for at least three weeks. Tell your story to your audience and share why you chose to donate your birthday - this makes your appeal more personal.

TIP 5: Post a fun photo! Get some balloons, put on a party hat, be creative and have fun. It will draw attention to your campaign.

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