

Perth
Children's
Hospital
Foundation

Champions toolkit.

Give for
Kids Day

Friday 19 September

One day, endless impact



Branding guidelines.

PCHF logo and style guide

This guideline outlines how to use the 'Proudly fundraising for Perth Children's Hospital Foundation' logo on your marketing materials as well as how to reference the Foundation.

Guidelines:

- The "Proudly fundraising for Perth Children's Hospital Foundation" logo is only available to Kids Champions for use during the promotion of their fundraising activity for 2025. Please do not share or use the logo outside of this fundraising activity
- When using the logo, please make sure it is clearly visible by not placing any text or imagery over the top of it
- Please don't stretch or change the colours of the logo. It should not be altered in any way
- Please refer to us as Perth Children's Hospital Foundation or PCHF in all your communications

Proudly fundraising for



Proudly fundraising for



NAVY

PANTONE 534C
CMYK 97, 84, 36, 27
RGB 31, 54, 95
HEX 1F365F

LIGHT BLUE

PANTONE 2985C
CMYK 60, 0, 0, 0
RGB 68, 200, 245
HEX 44C8F5

PINK

PANTONE 241C
CMYK 26, 100, 0, 0
RGB 187, 27, 141
HEX BB1B8D

[DOWNLOAD LOGO](#)

Fundraising ideas.

How can you help fundraise and get the word out?

- Pick a fundraising activity that interests you; a trivia night, a fitness challenge, a morning tea or something more unique! Your activity doesn't need to take place on Give for Kids Day itself. Funds can be deposited any time from two weeks before to two weeks after 19 September 2025
- Send texts or emails to your friends, loved ones and colleagues
- Use social media to promote your fundraiser
- Make sure to thank each person that donates to your page!
- Celebrate your success by sharing your final tally

Fundraiser suggestions:



Pyjama day at school



Bake sale



Quiz night



Last one standing challenge



Lapathon



Fancy dress day



Movie night



Hour of Power – Donate sales/ commissions for a specific time at your workplace



Host a raffle or auction



Point of sale – contribute a portion of an item sold



Sponsored silence or swear jar



Sausage sizzle

Campaign schedule guide.

Follow the weekly timeline and use our tips to maximise your impact!

Timeline	Tips	Description
Two months before	Preparation	Register and create your campaign page. Decide how much you want to raise and why.
One month before	Build awareness	Announce your fundraiser to your community, share your 'why' on social media. Check out page 4 for downloadable tiles and ready-to-use caption ideas!
Two weeks before	Donor outreach	Reach out to your core supporters with tailored messages about your fundraiser and let them know what you're aiming for and how they can help.
One week before	Ramp up energy	Generate excitement with funds already raised and ask supporters to donate to kick off the big day.
<i>Give for Kids Day</i>	Maximise donations and engagement	<ul style="list-style-type: none">- Post real time updates on social media, refer to page 4 for guidance- Share any milestones or progress towards your goal, and thank donors publicly
The next day	Reflect and show appreciation	Gratitude goes a long way! Take a moment to thank your donors and all who have contributed to your fundraiser. This can include things like shouting them out on social media, thanking them in person, arranging thank you calls, sending handwritten cards, etc.

Social media tiles.

Promote your fundraiser on social media with downloadable tiles and suggested captions:

PRE-EVENT



Tip: Add your own photo or video/s, people love seeing real faces and stories.

I'm taking on a challenge for Give for Kids Day to help raise vital funds for WA's sick kids!

On Friday, September 19, I'll be **[insert your/your team's challenge]**, aiming to raise **[\$insert target]** for @pchfwa – Perth Children's Hospital Foundation.

I'm taking part because **[insert your reason, if applicable]** ❤️

Your donation will be **DOUBLED** - making twice the impact! Make a donation here: **[insert fundraising link or 'link in bio' for Instagram]**

Don't forget to check back in on the day to see my challenge in action.

#GiveForKidsDay #PCHF

ON THE DAY



Tip: Share photos or videos of you and/or your team doing the challenge to bring your supporters along for the journey.

Today is Give for Kids Day! ❤️

I'll be **[insert your/your team's challenge]** to help raise **[\$insert target]** for @pchfwa – Perth Children's Hospital Foundation, supporting WA's sick kids.

All donations will be **DOUBLED**, so now's the time to give! Donate here: **[insert link or 'link in bio']**.

Every dollar helps fund cutting-edge equipment and technology, research, expertise and positive patient experiences for sick kids in WA.

This cause is close to my heart because **[insert your reason, if applicable]**.

#GiveForKidsDay #PCHF

POST EVENT



Tip: Share highlight photo/s or a video from the day to help show the impact you made.

A huge thanks to everyone who donated, cheered me on, and helped make Give for Kids Day a success! ❤️

I **[insert your/your team challenge results]** raising an amazing **[\$insert total raised]** for @pchfwa – Perth Children's Hospital Foundation.

There's still time to donate and help fund cutting-edge equipment, breakthrough research, world-leading experts and positive patient experiences for WA kids at PCH. **[insert link or 'link in bio']**

#GiveForKidsDay #PCHF



Instagram allows a clickable link in your profile bio, not in your post. To add a link to your Instagram bio, navigate to your profile, tap "Edit profile", then tap "add links" and select "Add external link". Paste your Give for Kids Day fundraiser page URL, add a title, and tap "Done" to save.

DOWNLOAD TILES

Text message scripts.

Here are some suggested scripts you can use:

Two weeks before the event

Hi *[Name]*,

On September 19, I'm hosting a *[insert event details]* to help raise funds for Perth Children's Hospital Foundation's Give for Kids Day.

I'd love for you to come along! If you can't make it and still want to support, you can help me reach my \$*[insert target]* goal for WA's sick kids by making a donation here: *[insert your page link]*

Thanks so much,
[Your name]

On day of event

Hey *[Name]*,

Today is Give for Kids Day, and I'm *[insert activity]* to raise funds for WA's sick kids.

I'm trying to raise \$*[insert target]* for PCHF and would really appreciate any support you can give.

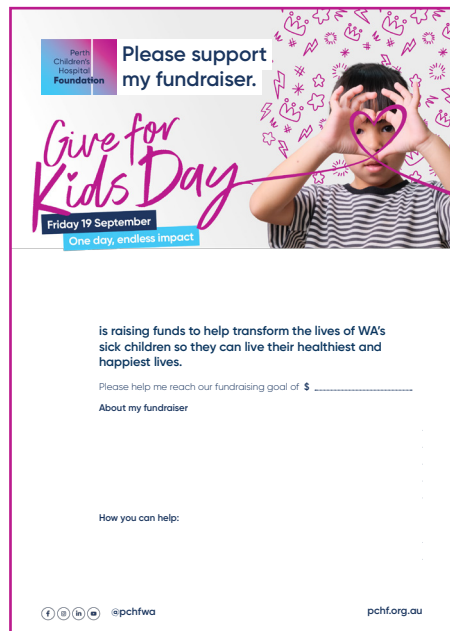
Even better, every donation made today will be matched, so if you'd like to check out my page or help spread the word, here's the link:
[insert your page link]

Thanks so much,
[Name]

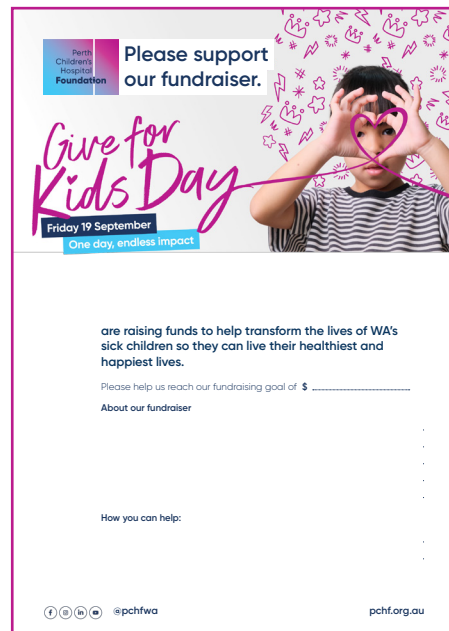
Posters.

Access editable posters for your fundraiser:

Fundraiser – Individual



Fundraiser – Team



Give for Kids Day



DOWNLOAD POSTERS

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Connect with us

-  facebook.com/pchfwa
-  instagram.com/pchfwa
-  linkedin.com/company/perth-children-s-hospital-foundation
-  youtube.com/@PMHFoundation



For further information please contact our fundraising team.
t (08) 6456 5550 e fundraising@pchf.org.au w pchf.org.au

