

The Essential Red Nose Day Guide



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a long history of helping australians

Red Nose Day is one of the longest-running and most recognisable fundraising campaigns in Australia.

For over three decades, businesses, schools, childcare centers, individuals and workplaces have taken part to fund research, education and bereavement services to support Australian families.

This support has resulted in an incredible **80% reduction in sudden infant deaths** – which equates to over **11,000 babies saved** since 1988.

Even though we have achieved this amazing result, there is still more work to do.

Every day, nine babies still die suddenly and unexpectedly in Australia – that's more than 3,000 babies each year, and double the national road toll.

The money that you help raise on Red Nose Day funds research and education programs, and helps ensure the Red Nose support network is always available to families in need.

The idea of getting silly for a serious cause has never been more necessary.

So what are you waiting for?

Let's get started today!

our impact

11,122

babies saved since 1989

over
\$18m

invested in research

80%

reduction in Sudden Infant Deaths since 1989

24/7

Peer Support Line

over
1,000

new families supported annually

over
23,000

support sessions held annually

over
2mil

education and support brochures distributed annually

10,000

educators and health professionals trained annually

over
250,000

parents and carers taught about safe sleep and safer pregnancy each year

every dollar counts

Where your money goes:
Every dollar raised on Red Nose Day helps provide lifesaving education and advice for new and expectant parents, and 24/7 grief support for families devastated by the sudden and unexpected death of their baby or child.

Your support keeps our vital services open and free for whenever families need us, wherever they live in Australia.

- 24-hour Bereavement Support Line
- One-on-one bereavement counselling
- Group counselling and peer support services •
- Safe sleeping education for all new parents and carers Australia-wide
- Safer pregnancy advice for all expectant parents to help reduce the risk of stillbirth
- Research grants to help answer the enduring question: "why did my baby die?" to end preventable infant and child deaths once-and-for-all.



\$45

can help fund a call to our Safe Sleep Advice Line that provides lifesaving information for parents in how keep their baby safe at home.



\$80

can help fund a one-on-one bereavement counselling session for a grief-stricken family



\$125

can help fund ground-breaking research to help find the answers to why babies die suddenly and then help prevent it.



\$250

can help create a precious memory box with hand and feet castings giving heartbroken parents tangible memories to hold onto.

red nose day heroes

Everyone who joins us this Red Nose Day is a **Hero**. What that support looks like is completely up to you.

To help you decide where you fit in this Red Nose Day, we have created some new and wonderful ways to show your support, as well as ideas for how you can make the most out of your own fundraiser.



virtual red nose

We want to make sure everyone, regardless of their location or schedule, can get involved this Red Nose Day – that's why we have introduced the virtual red nose filter, so you can wear your nose proudly, wherever you are.

The red nose social media filter is an easy way to show your support for Red Nose Day. The filter can be used and shared across Facebook and Instagram, as a way to increase awareness and encourage others to take part in the biggest virtual nose celebration ever!

Red Nose filter Instructions

Step 1: Open one of the links on your phone or tablet to use the filter (won't work on Desktop)

Instagram:

<https://www.instagram.com/ar/195555005223224/>

Facebook:

<https://www.facebook.com/fbcameraeffects/tryit/692073091646014/>

Step 2: The link will automatically load the filter on your phone

Take a screenshot with the virtual nose on by tapping the Red Nose Day button, bottom centre of the screen (you can take a video by holding the button down).

Then, once you have taken a screenshot, tap the download arrow at the top of the screen to save it to your phone.

Step 3: Create your social media post using your screenshot. Suggested text for your consideration:

I'm pleased to be getting silly for a serious cause in the lead up to this Red Nose Day – Friday 11 August. Every dollar raised helps @RedNoseAus support families, fund much-need research, and help save little lives.



The virtual red nose has been viewed over 1 million times!

Just imagine the difference we can make together if every person that sees a virtual nose makes a donation to Red Nose Day.

A man with a red nose sticker is shown in a circular frame. The background is pink with several red circles of varying sizes. To the right of the man's head, there are five white squiggly lines, resembling a stylized 'S' or a series of connected loops.

individuals

Nothing is more rewarding than hosting your own fundraiser and knowing you're making a huge difference for thousands of Australian families.

We have listed a few of our favourite ideas but if you would like to discuss your own unique event we would be happy to work with you to make it a success.

Challenge accepted!

Have you ever wanted to shave your head, run 10km or abseil down a building? Well, these are just some of the challenges that our supporters have completed in the past to 'get silly for a serious cause'.

When you set yourself a challenge, ask your friends and family to sponsor you as you work towards completing it. You can even set up an online fundraising page to provide updates to your supporters and take online donations.

Fundraising challenges are an incredibly rewarding activity for both you and your supporters. Don't shy away from setting the bar high – with the help of Red Nose, we can achieve a personal best together this Red Nose Day.

Want to go digital?

The popularity of digital cycling/running programs like Zwift and Strava have made it easy for you to create a fundraising challenge from inside your own living room!

To find out how you can start a digital endurance challenge contact fundraising@rednose.org.au

Trivia Champs

Hosting a trivia night at a local bar, sports club or online is a wonderful way to bring people together for Red Nose Day. You can charge an entry fee and invite family, workmates and friends to sign up a table. If you are hosting it at a venue, you could ask management to donate a portion of bar takings from the night to the fundraiser.

Trivia nights are a great way to engage a large audience and keep the costs of your event down. Encourage attendees to dress up and get silly while you put their knowledge to the test.

We've got a cook off!

Fancy yourself a bit of a wiz in the kitchen? Well we've got a tasty way to raise funds that no one will be able to resist. From savoury to sweet, classic to extravagant, a cook off is a great way to get friends and family involved in the mixture of Red Nose Day.

You can sell your creations or ask people to donate to compete or be an official taste tester (yum!).

We have had some incredible Red Nose master chefs in the past and we'd love to see what you can get cooking in the kitchen this year!

Raffles and Auctions

Raffles or auctions are excellent fundraisers that can also be held online or as a part of a larger fundraising activity (e.g. a BBQ or gala event). Use the Red Nose sponsorship template to ask local businesses for donations. People in your network might also be interested in providing goods or services as auction or raffle prizes. You can return the favour by promoting their business as part of the event.

Supporters will walk away with some unique items or experiences, and you can raise money for a wonderful cause – everyone's a winner!

For more tips on how to approach sponsors contact our fundraising team on **1300 998 698** or email **rednoseday@rednose.org.au**





childcare, early learning & kindergartens

Why should the adults have all the fun? No one enjoys getting 'silly for a serious cause' more than children.

We have created a number of safe, fun and friendly ways for you to enjoy Red Nose Day with the little ones that make our lives so special.

Casual dress to make a difference

Holding a dress-in-red or silly-dress day is a simple way to put a smile on people's faces and raise money in the process. If everyone who participates makes a small donation, it can add up to make a huge difference.

Little Rockers Disco

Dust off those dancing shoes and get ready for this year's Little Rockers Red Nose Disco – the biggest kid's disco event of the year.

Host a disco at your Childcare Centre, in your house, out in public or wherever you can connect to the digital Little Rockers radio station. Children and parents are encouraged to provide a donation to participate, and you can boost your fundraising with fun games and activities throughout the event.

Red Nose has developed a digital Little Rockers Disco Pack that contains wristbands, party hats, a dance spinner and loads more ways to make your disco fun and funky – you can download the pack from our resources page. The disco is all about having fun and making kids smile - knowing you are raising funds for a serious cause is an added bonus.

Colouring competitions

We have created a stack of Red Nose Day colouring sheets that the kids can get silly with (don't worry about drawing within the lines)! Send a copy of your artwork to us on Facebook or at rednoseday@rednose.org.au so we can show it off during Red Nose Day.

The Red Nose Hunt

Like an Easter egg hunt (but less messy!) Send your students on an adventure by hiding various Red Nose Day merchandise around the centre and letting the kids find them all. You can purchase items from our **Red Nose Day merchandise shop** and then whatever the kids find, they get to keep as a Red Nose Day reward.



schools

If you are looking for fun and exciting ways for teachers, students and parents to help save little lives and get **silly for a serious cause – you’ve come to the right place!**

These concepts can apply to a handful of students or an entire school – it’s up to you how many kids and teachers you get on board!

Casual dress to make a difference

Dress in red, dress up in silly costumes, dress however you want for this simple but effective way of supporting Red Nose Day. If every student brings a gold coin, it all adds up to make a HUGE difference for thousands of Australian families!

Colouring/drawing competitions

We love the colour red, but it doesn’t mean we are opposed to any of the other colours! Head to our resources page to download some of our activity sheets. Scan the finished artwork to us and we will display them in our Red Nose Day gallery.

You could even hold a mini auction and ask parents to give a donation for their child’s artwork.

While we play, grown-ups wear a nose for the day

Ask your principal, teachers or other staff to wear a red nose as a way to raise funds on Red Nose Day. Feeling confident? You might consider nominating yourself and asking people in your network to sponsor you. Having a few targets makes it a fun challenge for your supporters to aim for. For example, if your principal has agreed to wear a nose the donation targets could be:

If **\$250** is raised they will wear it to a staff meeting

If **\$500** is raised they will wear it to assembly

If **\$1,000** is raised they will wear during school

hours for the whole week of Red Nose Day! Start your challenge by ordering noses from the Red Nose Day Shop.

Inter-class competitions

A bit of friendly competition is just what the doctor ordered for Red Nose Day. Create an online fundraising page for your school or class and then host a range of activities to find the winning team.

workplaces & social groups

Put fun back on the agenda and give team morale a boost by setting up a workplace or social club fundraiser to help save little lives!

Give It Up

Here is one you can do by yourself or with friends or co-workers. The rules are simple: participants agree to give up an indulgence for a certain amount of time and put the money they would normally spend on that towards their fundraising total.

It could be your morning coffee, your daily chocolate or a weekly takeaway meal. Whatever you give up, you can do it with a smile knowing you're helping Australian families in the process. Maximise your success by asking those in your network to make a small donation in honour of your sacrifice – better yet, ask them to join you and give up something for a very worthy cause!

Sponsor a BOSS!

Nominate your boss, CEO or anyone else within your office to wear a red nose as a challenge. Set a fundraising target and then collect donations within the office or via an online fundraising page.

For example:

- 1 Raise \$200** and a staff member has to wear the nose whilst ordering their morning coffee
- 2 Raise \$500** and they have to wear the nose to an internal meetings (or all online meetings)
- 3 Raise \$1,000** and the entire management team has to wear a red nose for a day.

You can set goals that determine when someone has to wear a red nose. You can have a lot of fun with this one. Try pitting two teams against each other to see who can raise the most and the losers have to wear red noses for an entire work week!



Casual dress to make a difference

Changing your outfit for work can be a simple but, fun way to support Red Nose Day. Encourage your team to wear a red costume, funny hat or formal attire – anything that would seem silly compared to what you normally wear.

If you can't get into the office, then consider dressing up and jumping on Zoom or Teams. If everyone who participates makes a small donation, it can add up to make a huge difference!

Office scavenger hunts

An office scavenger hunt is a good way to get people to work together! Distribute clues to the participating teams or individuals which help them find items in the building.

If you want to make it a Red Nose themed scavenger hunt then you could order some Red Nose Day merchandise to hide as part of the adventure! This sort of event can be as big or as small as you would like it to be.

Race to the top

If you have various departments or teams within your workplace, it's fun to set a fundraising goal and then see which team can reach the target first. Utilise any of the above activities to help your team achieve the goal.

The winning team could choose a fun activity for the office to participate in (e.g. lawn bowls), or allocate a challenge to the losing teams (e.g. wear a red nose for the day, buy the winning team lunch, etc.).



in honour of someone special

The unimaginable tragedy of losing a baby or child is what connects families to Red Nose. Honouring a special little life by fundraising in their name is a beautiful way to keep their memory alive. It also helps to ensure support is available for the thousands of Australian families that rely on Red Nose services every year.

Grief is a journey. If it helps you to share your story and say your child's name, then we are here to help you in whatever way we can.

Create an online tribute page

Creating a tribute page means you can share stories, post photos, connect with friends and family, and collect donations.

Visit the tribute section of the Red Nose Day website now to create your special tribute page.

Hold a Walk or Run to Remember

A walking or running event can be held for groups of all sizes. This is an ideal activity for supporters who want to honour the memory of a loved one with a little bit of exercise. Walkathons are perfect for active supporters who like to show their passion for a cause.

Work out a time and place (it can even be held remotely if supporters aren't able to catch up together). Send out invitations to anyone in your network that might want to take part – and then raise money by asking for a donation in the lead up or on the day of the event.





fundraising & volunteering



Online Fundraising

Online fundraising pages are one of the easiest ways to collect donations.

Head to the Red Nose Day Fundraising Hub to create and personalise a fundraising page for you or your team in just a few easy steps.

- 1 Visit rednoseday.org.au – and click 'register now'.
- 2 Enter your details to create a profile
- 3 Enter some additional information to register your own unique page.

Just like that, you are ready to fundraise!

Let your family and friends know why you are taking part in Red Nose Day. Your fundraiser can be a beautiful tribute to people you love or want to remember.

You can even personalise your fundraising page with memories and photos – and make comments to those who make a donation to your page.

The good news for all your supporters is that they will receive an automatic tax receipt for any donation over \$2 they make through your fundraising page.

Volunteering

Our volunteers are the heart and soul of Red Nose Day. Without them, none of this would be possible. There are a lot of things that go into making Red Nose Day a success.

If you would like to volunteer your time to help make a difference, we would love to have you on board!

Become a Red Nose Day Hero in your local area or join our Red Nose Day Local Hero team and collect donations or sell official Red Nose Day merchandise.

There are lots of other ways you can volunteer to make a difference, register now to find out more!

Collecting donations

Some people may want to give you a donation in person. If you receive donations from any supporters, it is a good idea to have a donation tin or jar that can be used for collections.

An authority to fundraise certificate can also be provided by Red Nose if you will be hosting any public events or asking for sponsorship as part of your Red Nose Day fundraiser.

set a personal best for red nose

Here are some tools to help you achieve a personal best and help more families:



Check out the Red Nose Day resources page

We have created lots of amazing things to help you achieve your fundraising goals. Posters, social media tiles, certificates, donation jar toppers and lots more is available to download for free right now.

You can download the kit [here](#).



Sign up as a team

If you can, fundraise as part of a team. It will make the experience more enjoyable and you can have competitions to see who can raise the most as part of the group.



Fundraise online

Setting up an online fundraising page means you can accept donations instantly from anyone. It's a great way to offer supporters that live remotely a chance to get involved in your cause. Best of all receipts for online donors are automatically.

Check out the **Red Nose Day Fundraising Hub** to set up [your own fundraising page](#).



Get Social

Promoting your fundraiser through social media will help you reach a wider audience. Facebook, Instagram, TikTok, Twitter and LinkedIn are all great places to encourage your networks to get involved.



Back yourself

Nothing shows commitment more than making the first donation yourself.

Your network will be even more inspired to support you if they know you are putting money up as well!



Seeking sponsorship

Red Nose Day will always have strong roots in the community. As part of your fundraiser, you might be able to source sponsorship from local businesses. The best way to secure sponsorship is to develop a letter outlining what you are hoping to achieve and how the business can assist you.

A sponsorship request template can be found on the [Red Nose Day resources page](#).

Start a Facebook Fundraiser:

To add a donate button to your posts on Facebook, click 'More options', scroll down to 'Support Nonprofit' and then search for Red Nose Limited.

You can also add a donate button to Facebook live video posts.

When you click the 'Live video' option, click the three dots in the top corner to 'Add a donate button', and then search for 'Red Nose Limited.'



Set a target

Knowing what your fundraising target is will help you define how you are going to achieve it. Set the bar high and see just how much it motivates you!



Keep your network updated

Post updates to your network when you have achieved something (even if it's something small) or hit a fundraising goal. Your hard work will encourage everyone to support you along the way.



Thank your cheer squad

Showing your gratitude to everyone who contributes will make them feel appreciated and boost your profile.

Remember, the most important thing is to have fun. Whether you reach your goals or not, as long as you give it your best shot you will be happy with what you achieve. We're in this together.



Deposit your funds

Thank you for your support and commitment to helping thousands of families across Australia – you are amazing!

The funds you have raised will help bring care and comfort to families who have endured every parent's worst nightmare – the loss of their child – as well as help to educate new parents about safe sleep and safer pregnancy to stop babies dying suddenly and unexpectedly.

You can deposit your funds in the following ways:

Online supporter page

One of the easiest ways to fundraise is setting up your own personalised donation page which you can share with your family and friends. Set up your supporter page now at: www.rednoseday.org.au

Direct Deposit to our Bank Account

You can transfer money directly into our bank account from your own bank account or make a deposit at your local NAB branch.

Call us on **1300 998 698** or email us at fundraising@rednose.org.au to obtain your unique bank reference number and our bank account details.

Over the phone

Call the Red Nose team on **1300 998 698** during business hours.

We can process your donation via credit card over the phone. Please note receipts may take up to 10 business days to be delivered.

Post

You can post a cheque made out to 'Red Nose' and send it to:

Red Nose Day

PO BOX 59

Diamond Creek VIC 3089

For security reasons, do not send cash in the post. Please send a cheque or call us to pay via credit card or obtain our bank details to make a direct deposit.

Do your supporters need a tax receipt?

Donations to Red Nose of \$2 or more are tax-deductible.

If your supporters require a receipt, they can instantly receive a receipt via your online fundraising page.

For supporters who want to donate via cash, cheque or direct deposit, please ask them to fill in their details on a Tax Receipt Request form (downloadable via the [Red Nose Day resources page](#)), and return it with the details of your deposit and we will post a receipt to them after Red Nose Day.

FAQs

What will my fundraising support?

By choosing to fundraise for Red Nose, you are touching the lives of countless families across Australia – whether it's through vital research to help find answers to why babies die suddenly and unexpectedly; lifesaving safe sleep education and safer pregnancy advice for new families; or free 24/7 counselling and bereavement support services for those families who have experienced the tragedy of the loss of a child.

Do I need permission to fundraise?

Yes. You must register your event [here](#). Registration of your fundraising activity is required in most states. And it also means you have access to the Red Nose fundraising team who can provide guidance and support to make your fundraiser a success.

Do I need to be over 18 years old to fundraise?

We welcome fundraisers of all ages, but if you are under 16, you will need to ask your parent/guardian to help you complete the registration form.

Can I hold an event/raise funds when it is not Red Nose Day?

Yes – you can raise money for Red Nose at any time of the year! Your effort, regardless of the time of year, will make a profound difference for Australian families and help save little lives through research and education.

Can I use Red Nose's name and logo?

On approval of your fundraiser, we may provide you with a copy of our 'raising funds for Red Nose' logo for use on materials, products and promotional material, as well as a guide on how to use it.

Please ensure that you make it clear that the fundraising activity or event is not an official Red Nose function, but you are raising funds to donate to Red Nose.

Suggested phrases include:

"proceeds raised will go to support the work of Red Nose" or "raising funds for Red Nose".

The level of support for Red Nose must also be stated. For example, "all funds raised" or "10% of all proceeds raised".

Can we get a Red Nose speaker to appear for our event?

This will depend on the date and location of the event. We can't attend every event, especially during busy times like Red Nose Day. But we will provide you with resources and information to help you educate your attendees on the impact they have made by supporting your event. You can request a Red Nose speaker by emailing us at fundraising@rednose.org.au



red nose day



Thank you!

rednoseday@rednose.org.au | 1300 998 698
rednose.org.au | rednoseday.org.au