

# Our News, Your Voice: Collective Fundraising Workshop



# What we'll go through today

- Brief overview of Ours News, Your Voice campaign
- What you need to do now, during the campaign and after
- Support to help you run the campaign (including customising the assets)
- Press Patron donation platform information with Alex
- Question time and one final chance to register



# Overview of the campaign...



- Giving Days are usually 12 or 24 hour fundraising events aimed at bringing communities together to raise awareness, increase engagement, and most importantly drive financial donations.
- A Giving Day would be challenging with pressing deadlines so we're running a Giving Week. **Monday 3 June - Friday 7 June.**
- LINA gets a pool of donations to match funds you raise from your community (our aim is \$100K).

# Overview of the campaign...

- We give you all the tools you need to raise funds - comms, assets, support
- You implement the plan and hopefully get lots of money from your community
- After the campaign is finished, LINA will transfer the matched funds directly to you.



# The Comms Timeline – before Giving Week



- Save the date
- Countdowns
- Feel good stories about why local/independent news matters
- Media Release



# The Comms Timeline – During Giving Week



- Giving Week is here
- Live updates throughout the week
- Continue sharing feel good stories and motivating supporters
- Kickstart first thing Monday if you can

# The Comms Timeline – After Giving Week



- We did it! Thank you
- Think about how you want your supporters to feel after giving.... thanking and reporting back is so important
- Regular giving conversion?



## Some things to think about...

- What the money will be going towards
- Tell compelling stories
- Don't be afraid to ask for money
- This is your community.... you know what works for them... do that!

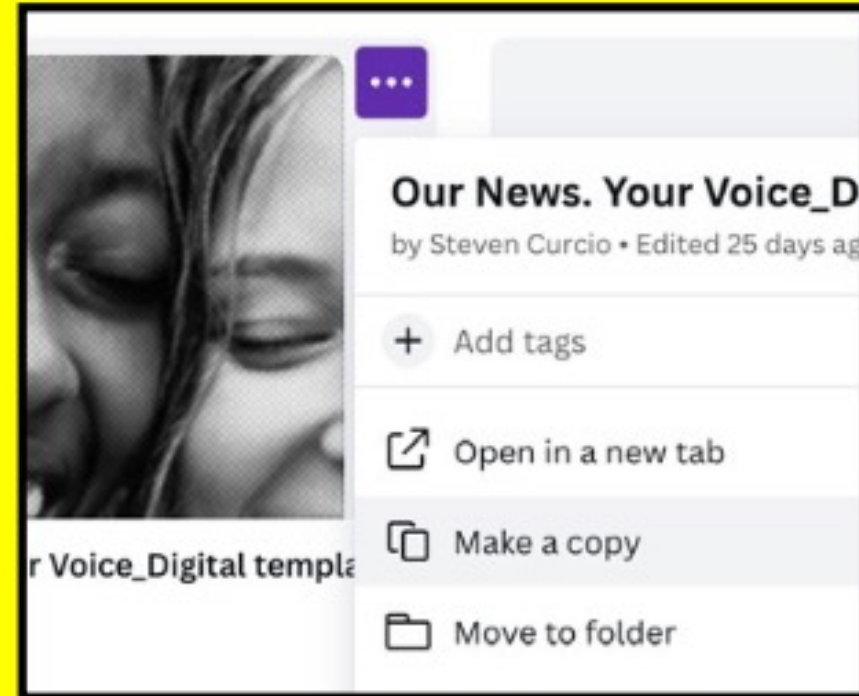


# How to customise the assets in Canva...



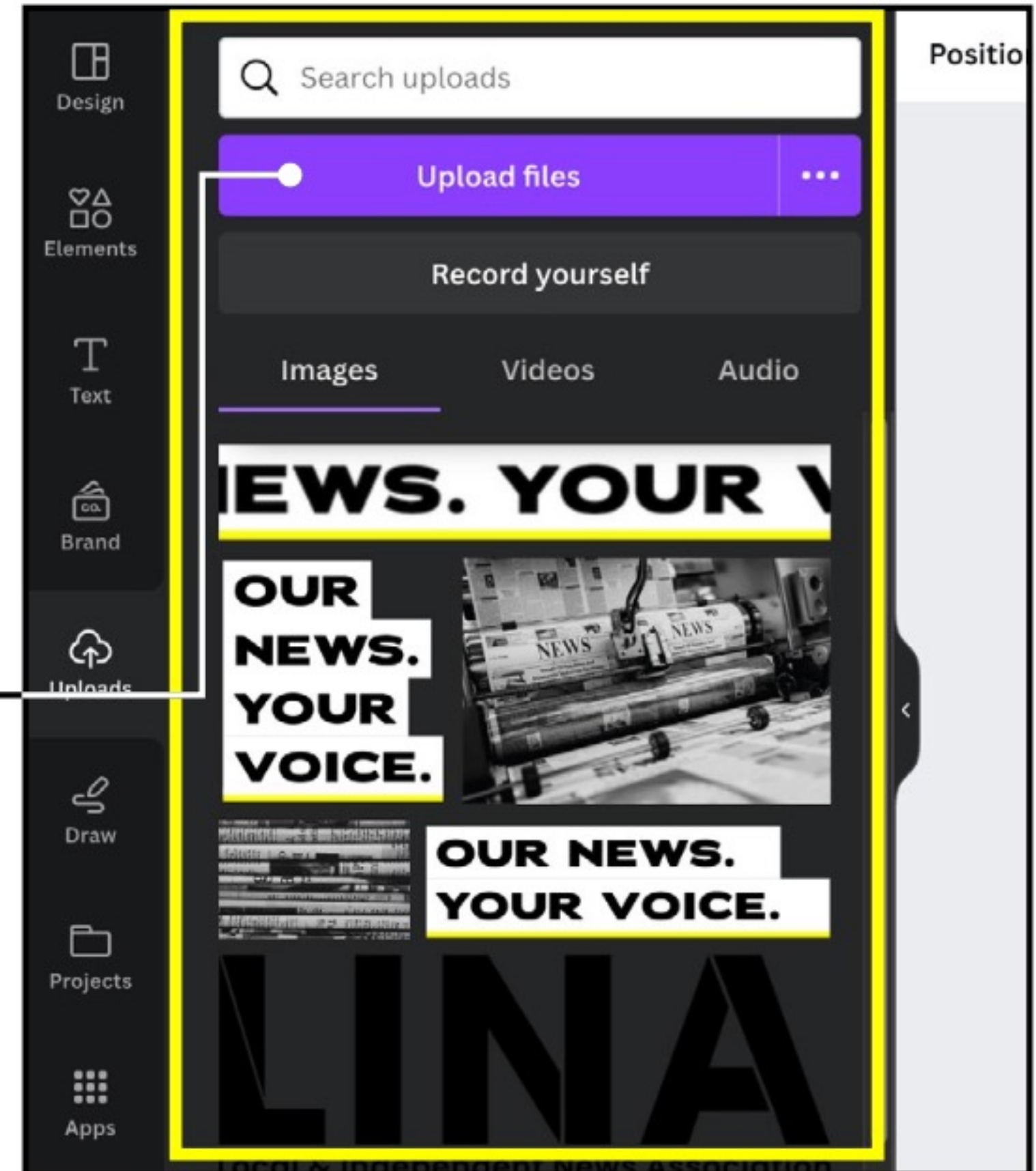
- Make a copy
- Upload your logo
- Update the logo
- Update the text
- Adjust black bar
- Export files

**Please ensure  
you create a  
copy of the  
desired file  
before creating  
your artwork.**



## 1. Upload your logo

Drag the file into the left panel,  
or click the upload files button,  
then follow the prompts.





## 2. Update the logo

Simply drag your uploaded logo from the images panel over the placeholder 'LINA' logo in the yellow rectangle.

**NOTE: Please use your black (or darkest colour) logo for this space to ensure clear legibility.**





### 3. Update text

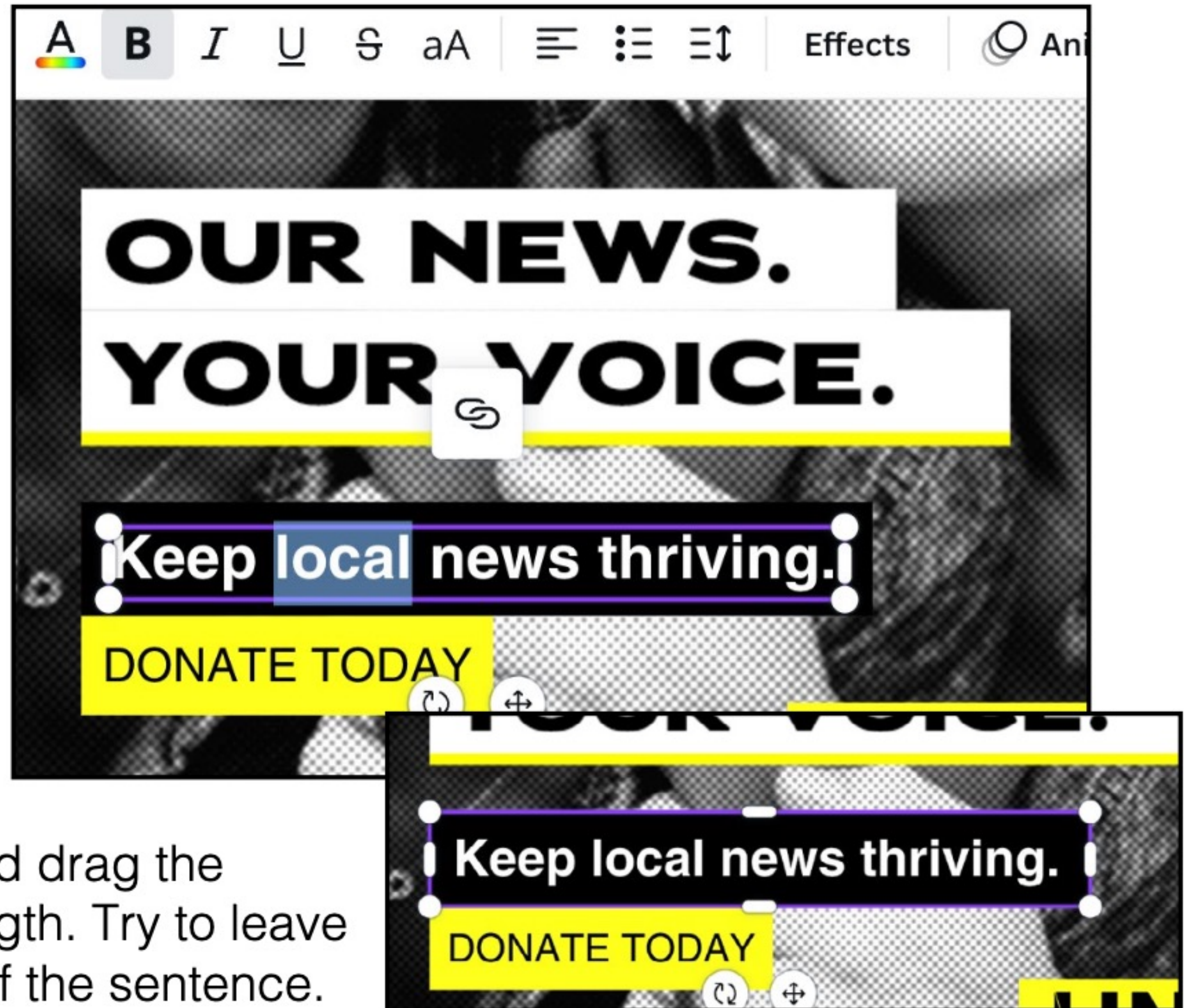
Simply double click the text and type out your location.

**NOTE:** If you would like to include your masthead's area, switch out 'local' in the subcopy. E.g. **Keep Brunswick news thriving.**

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### 4. Adjust black bar

Click on the black bar and drag the anchor to the desired length. Try to leave a little space at the end of the sentence.



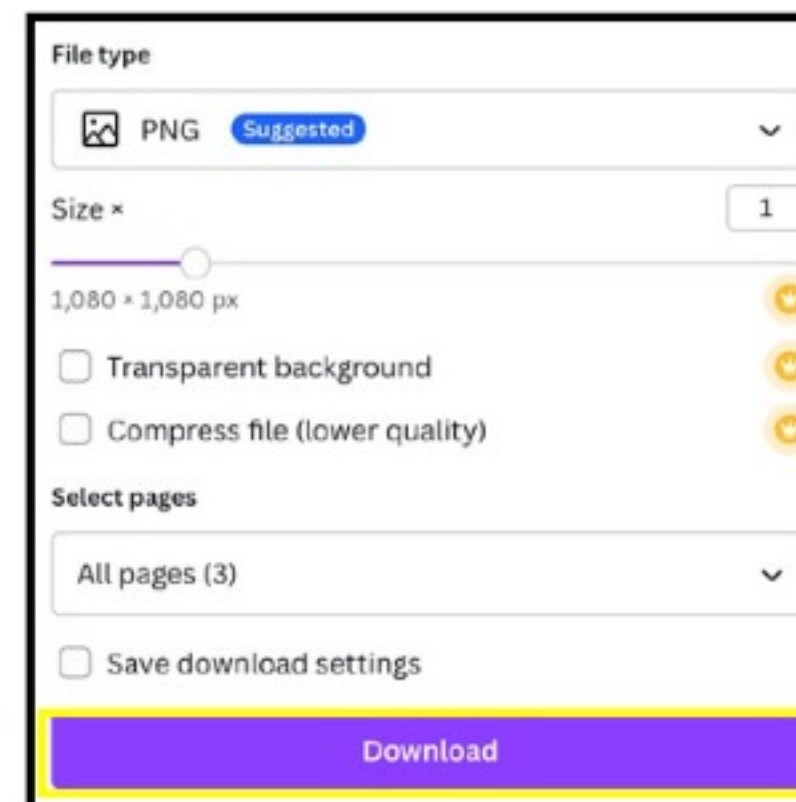
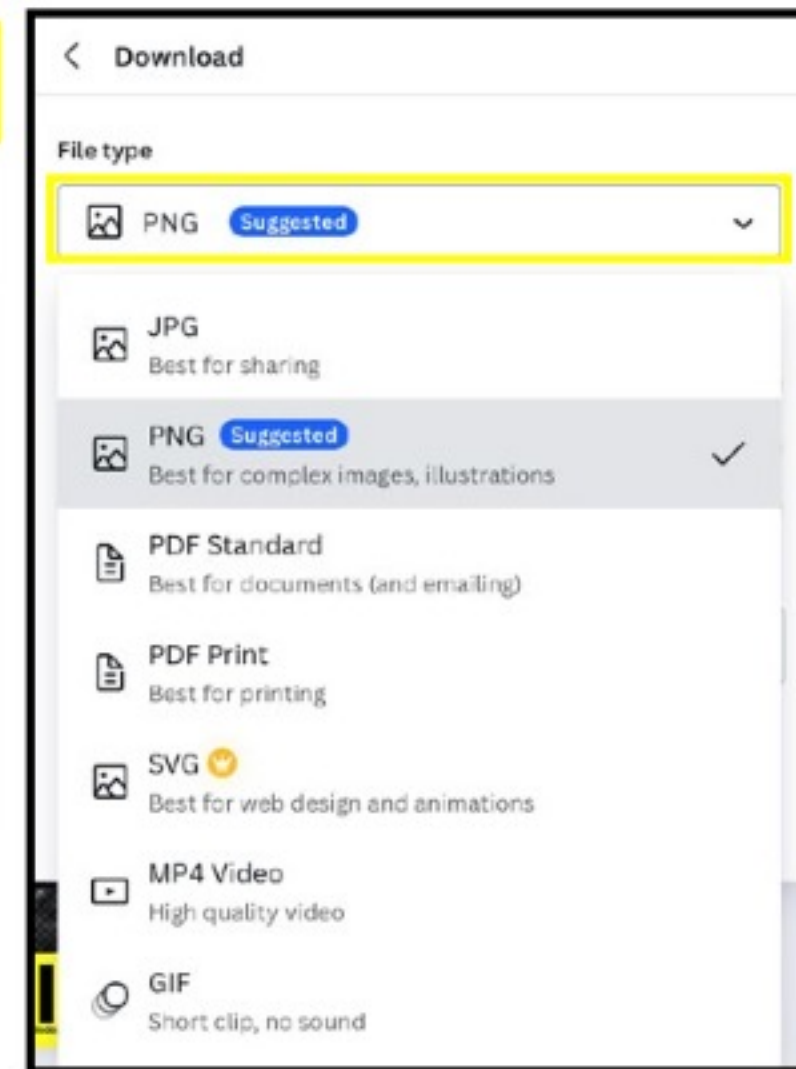
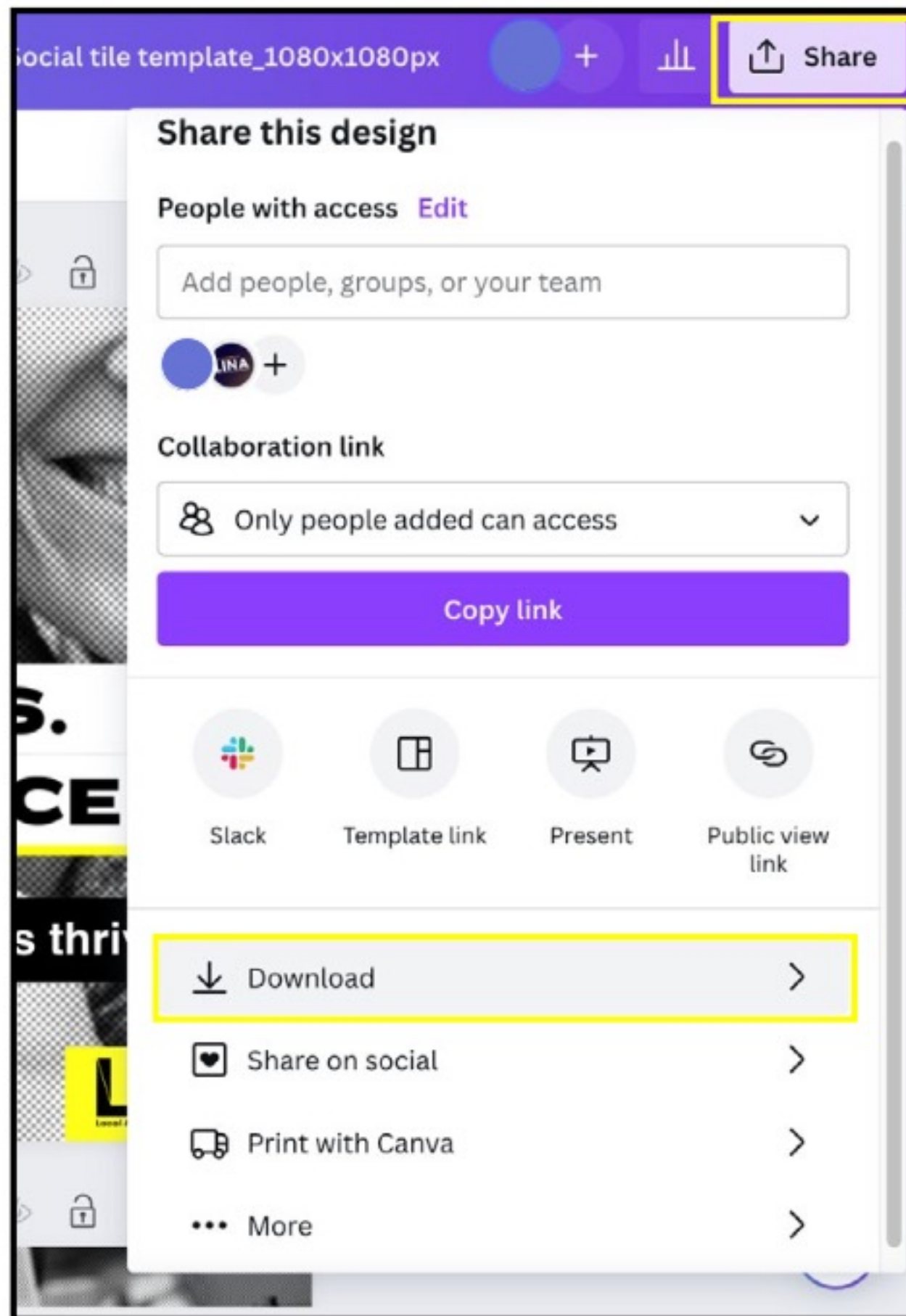


## 5. Export files

Click on the share button in the top right corner, then in the dropdown, select 'download'

From here, you can select what file type you desire from the dropdown menu, then click download to export your files.

**NOTE: For print files make sure you select 'PDF'.**







## PRESS PATRON

PLACEHOLDER FOR ALEX'S SLIDES  
He's hoping to send them through on  
Friday 26th...

# QUESTIONS?

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HAVEN'T REGISTERED YET?  
IT'S NOT TOO LATE

