



GET READY
to make
Christmas
4x Brighter

vision australia's
carols by candlelight
4x Brighter
MATCHING APPEAL

Team checklist

Congratulations on joining us as we make Christmas 4x Brighter for kids who are blind or low vision! Together, we can support kids across the country to reach their dreams, and set them up for life.

We've made it really easy to take part in this campaign – all we need is for you to follow these four steps.

Before you start:

Think about your network

Your team could be an entire community or region, based in one building or all across the country, **as long as you have a way of speaking to them**. You want to engage your workplace, a local community group, sporting club, a local religious group, or just your family and friends.

Think about your goal

Aim high - the chance to see each dollar **multiplied by 4** doesn't come along every day. On average, it costs us **\$4,000** a year to support one child who is blind or has low vision. With this Matching Appeal:

- **\$125** will become **\$500**, and can convert the entire Harry Potter series into braille
- **\$1,000** will become **\$4,000**, and can support a child to access Vision Australia services for a full year
- **\$2,500** will become **\$10,000**, and can help a child through their final school years and into university or TAFE
- **\$12,500** will become **\$50,000**, and can help us run sports, music and art programs, like our annual braille music camp

1. Sign up

Send an email to carolsbycandlelight@visionaustralia.org with the following details, and we will set up a **unique team URL** for you:

- Group or organisation name

- Team leader name and contact details
- Photo or logo
- 100 word summary on who you are
- Your team fundraising goal (remember, each donation will be **multiplied by 4**, so send us the **multiplied** number)

Once received, we will confirm your team and start you on your path to make Christmas 4x Brighter.

It's important to use the unique team URL we give you from here onwards; this is how you can see the direct impact of your work.

2. Activate your networks

We've made it super easy for you with resources to adapt for your team, including example emails, social content, and posters, available at carols.visionaustralia.org/4xBrighter .

Edit the resources that work for you, and **always** use your **unique team URL** in communications, so the donations are directed into your team account. Use all of your available channels, including:

- Your work intranet or notice board
- Social media: share a selfie or video
- Email your friends and family
- Host a morning tea

3. Raising money

Start your fundraising efforts as soon as your team is confirmed. Encourage people to donate online through your **unique team URL**. Donations are automatically **multiplied** each time someone donates to your team, so you can see how much of your goal you have reached in real time.

- Bank any **cash donations**, and use your team page to donate the amount
- **PayPal** and **credit card** payments are accepted through the team page
- **Phone** donations are only accepted during the 24 hour campaign

4. Watch your impact GROW!

While sitting back and enjoying the spectacular music of Carols by Candlelight, jump online and see how the money you raised is making a difference. This is the ideal time to remind your friends and family to donate through your team's **unique URL**, and watch as the impact of your teamwork is multiplied to make Christmas 4x Brighter.



With love from **Sora, Zavier, Mark, Jett**, and the whole Vision Australia family!