

Day for Daniel

Now in its 17th year, Day for Daniel is Australia's largest child safety education and awareness day. In recent years, more than 1.5 million Australians have joined with the Daniel Morcombe Foundation (DMF) to protect children and remember Daniel Morcombe.

Day for Daniel urges Australians to Wear Red, Educate and Donate as schools, early learning centres, businesses and communities across the country take action and conduct child safety activities focused on Keeping Kids Safe.

In 2021, Day for Daniel's theme is Help-Seeking and Reporting. This theme reinforces an adult's responsibility to keep kids safe, that telling an adult safety helper is always the right thing to do and how to support a friend who is hesitant to get help. As a valued supporter of the Daniel Morcombe Foundation, you can help us keep kids safe and promote Day for Daniel by following the steps below.

How You Can Help

1. Participate in Day for Daniel

Register for free as a school, early learning centre, business or workplace at <https://bit.ly/3ovJJ99>.

On Day for Daniel - Wear Red, Educate, Donate. Help us remember Daniel by wearing red, decorate your school, early learning centre or business or have a morning tea. Use our free suite of Keeping Kids Safe resources to educate children about their personal safety and help raise funds to continue to develop our free education initiatives and support young victims of crime.

2. Promote the day

- a. Like, comment, mention and share our content and encourage your followers to do the same.
- b. Share this campaign kit with your colleagues and friends
- c. Help us get Day for Daniel trending on Friday 29 October by,
 - Posting the suggested content and graphics on your social media pages
 - Following the #DayforDaniel hashtag
 - Sharing the Foundation's Day for Daniel launch post (which will be posted early in the morning on Day for Daniel) using **#DayforDaniel**

Connect with us

 @DanielMorcombeFoundation

 @DanielMorcombe

 @DanielMorcombeFoundation

 Daniel Morcombe Foundation Inc.

Hashtags

We have created some hashtags you could use:

#DayForDaniel
#KeepingKidsSafe

See next page for social media posts



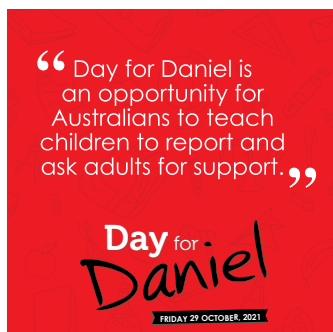
Suggested content

The following options have been developed to assist you in drafting your social media content. You can copy these posts and edit as necessary.

Find graphics for the social posts below in the zipped folder provided.



Join Australia's largest child safety education and awareness day, Day for Daniel on October 29. The theme this year is help-seeking and reporting, reinforcing the responsibility of adults to keep kids safe and encouraging kids to report abuse and seek help. Register your school, early learning centre or workplace at <http://bit.ly/3ovJJ99> #DayforDaniel #KeepingKidsSafe



We're supporting Australia's largest child safety education and awareness day, @danielmorcombefoundation Day for Daniel. On October 29 join us as we focus on help-seeking and reporting, reinforcing the responsibility of adults to keep kids safe and encouraging kids to report abuse and seek help. You can register here <http://bit.ly/3ovJJ99> #DayforDaniel #KeepingKidsSafe



Today is @danielmorcombefoundation Day for Daniel – Australia's largest child safety education and awareness day, honouring and remembering Daniel Morcombe.

All of Australia are asked to educate our kids to keep them safe, help them identify unsafe situations, teach them to react and empower them to report abuse and seek help. It's up to adults to be ready to listen and, most importantly, to believe #DayforDaniel #KeepingKidsSafe

