

# connect1ons

## HELP PARENTS OF KIDS WITH TYPE 1 DIABETES

### LAUNCH KIT

#### ABOUT THE CAMPAIGN

Over the past 12 months, Diabetes Victoria has been working on a project for parents of children living with type 1 diabetes. From the conversations with parents as part of this project, it is clear these parents feel sleep-deprived, overwhelmed and stressed. They rarely have a break or have opportunities to meet other parents of type 1 kids.

That's why, from Monday 27 August, Diabetes Victoria is supporting a crowdfunding campaign to help parents like Jade. All donations will go directly towards funding *Connect1ons*, an event that will give parents a break and let them connect with other parents of kids with type 1 diabetes.

By raising \$15,000 100 parents can attend a *Connect1ons* event while their kids are safe and having fun at diabetes camp; \$30,000 will fund 2 of these events, helping 200 parents. All donations are tax-deductible and must be made online through Pozible.

#### HELP LAUNCH THE CAMPAIGN

We would really appreciate your support with launching the *Connect1ons* crowdfunding campaign from midday on Monday 27 August when donations open.

Maybe you'd like to set a reminder to share the campaign on Monday or schedule your Facebook or Twitter post in advance. On page 2 of this launch kit, you can find examples of Facebook posts and Tweets you could use, or you can write your own.

Alternatively, you can follow Diabetes Victoria on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#) and share their posts.

#### MORE TIPS

- The short link [diabetesvic.org.au/Connect1ons](https://diabetesvic.org.au/Connect1ons) will be updated on Monday 27 August to link straight through to the Pozible website where the crowdfunding donations will be taken
- Find and share the video of Jade, Justin and Kim on YouTube: <https://www.youtube.com/watch?v=ZhKrwKliMPo>
- Diabetes Victoria's social media has images suitable for [Facebook](#), [Twitter](#) and [Instagram](#)
- Find Kim's *Parent Consultation: Preliminary Report* on Diabetes Victoria's website: <https://s3-ap-southeast-2.amazonaws.com/dv-resources/OrchestraCMS/a1f90000008wY6HAAU.pdf>

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## HELP PARENTS OF KIDS WITH TYPE 1 DIABETES

### EXAMPLE FACEBOOK POSTS

#### *Facebook post 1*

Over the past 12 months, Diabetes Victoria has been working on a project for parents of children living with type 1 diabetes. We spoke to Jade and countless other parents like her, who feel sleep-deprived and stressed. They rarely have a break or have opportunities to meet other parents of type 1 kids.

Diabetes Victoria is supporting a 1-week crowdfunding campaign to help parents like Jade. All donations will go directly towards funding Connect1ons, an event that will give parents a break and let them connect with other parents of kids with type 1 diabetes.

<http://bit.ly/2MYgtlq>

#### *Facebook post 2*

Jade's son Justin was diagnosed with type 1 diabetes 5 years ago and she has been working hard to give him a happy, healthy childhood. But there is so much involved in the minute to minute management of his diabetes, she often feels stressed, anxious and isolated.

This week, Diabetes Victoria is supporting a crowdfunding campaign to help parents like Jade. All donations will go directly towards funding Connect1ons, an event that will give parents a break and let them connect with other parents of kids with type 1 diabetes.

<http://bit.ly/2MYgtlq>

### EXAMPLE TWEETS

#### *Tweet 1*

This week @DiabetesVic is supporting a 1-week crowdfunding campaign to help parents of kids with #T1D. All donations will fund #Connect1ons, an event that will give these parents a break and some extra support. <http://bit.ly/2MSOUtM>

#### *Tweet 2*

Parents like Jade need a break - #Connect1ons will give parents of children with #T1D the connections and support they need. <http://bit.ly/2MSOUtM>