



Matched Giving Campaign



Matched Giving at Barnardos

YSG kindly agreed to support Barnardos Matched Giving Tax 2022 Campaign,
with a goal of raising \$30,000 in 48 hours.

Matched Giving is proven as an incredible way to not only prompt larger gifts from existing donors, but also to reach donors who have lapsed or not given in a few years.

The Matched Giving campaign was supported with an email send on day 1 and day 2, SMS, boosted social media posts over the 48 hours as well the home page banner and main donation button on the Barnardos website.

On the 24 hour mark \$18,205 had been raised and by 48 hours we had almost reached target at \$26,975.

We then switched messaging on the landing page to a thank you for your support. Supporters have continued to donate and by the 30 June this campaign has raised a total of \$32,090.

A total of \$32,090 was raised through YSG's kind support!



Social media reach

Date	SM Platform	Reach	Engagements	Impressions	Link Clicks	Reactions/Likes
15/06/2022	Facebook	37,337	106	55,770	39	26
	Instagram	168	16	168	-	10
16/06/2022	Facebook	34,576	250	76,572	216	32
	Instagram	183	7	183	-	7
16/06/2022	Facebook	887	2	911		2
16/06/2022	Facebook	1049	7	1083	2	4

Assets

Barnardos Australia
Published by Sprout Social · 15 June at 08:00 · 🌐

Today's the day! Your donation and impact will be DOUBLED to help protect and heal vulnerable children from sexual abuse.

For the next 48 hours only, our wonderful friends at YSG Studio will be matching every dollar that is donated to Barnardos Australia, up to a total of \$30K. How amazing is that?!

Make your kindness go twice as far by donating this Matched Giving day. ... See more

Double your impact!
48 hours only

YSG

Barnardos Australia
Not affiliated with Facebook

Donate Now

Social media post 1

Barnardos Australia
Sponsored · 🌐

24 hours left to double your impact! Thanks to our wonderful friends at YSG, every dollar that is donated to Barnardos Australia will be matched, up to an amazing total of \$30K!

That means your gift of \$50 will become \$100 to help abused and vulnerable children.

Make an urgent donation today to double your impact! Click below to donate now.

Double your impact!
24 hours left

YSG

DONATE.BARNARDOS.ORG.AU
Help protect and heal vulnerable children
Not affiliated with Facebook

Donate Now

Social media post 2

Barnardos Australia
Published by Sprout Social · 16 June · 🌐

10 hours to go! There's still time to double your impact and tax-time gift. Here's some of the ways you can help protect and heal children from sexual abuse:

- Urgent medical care
- Art therapy sessions
- Trauma-informed psychological support... See more

Double your impact!
10 hours only

YSG

Barnardos Australia
Published by Sprout Social · 16 June · 🌐

Donate Now

Social media post 3

Barnardos Australia
Published by Sprout Social · 17 June · 🌐

Last chance to DOUBLE your impact! In the next 2 hours, your tax-time gift can go twice as far to help protect children from abuse and give them the chance to heal.

Your donation this Matched Giving day will transform lives.

Visit the link to donate: <https://bit.ly/39xzxaN>

Double your impact!
2 hours left

YSG

Barnardos Australia
Published by Sprout Social · 17 June · 🌐

Donate Now

Social media post 4

Email 1 – June 15

Subject Line:
Your tax-time donation
will be doubled!
48 hrs only



Because every child needs a champion



Double your impact!

48 hours only



Dear Marty,

Today's the day! Your donation will be **DOUBLED** to help protect and heal vulnerable children from sexual abuse.

[Donate now and double your impact!](#)

For the next 48 hours only, our wonderful friends at YSG will match every dollar that is donated to Barnardos Australia, up to a total of \$30,000. How amazing is that?!

Marty, that means **your gift this tax-time will go twice as far to help victims of child sexual abuse** access ongoing professional care so they can begin to recover from the devastating impacts of their trauma – and stay protected from future harm.

[Donate to protect children from abuse](#)

Here's some of the ways your generosity can support vulnerable children on their road to recovery:

- urgent medical care
- art therapy sessions
- trauma-informed psychological support
- educational support.

[Yes I want to double my tax-time gift!](#)

There's no time to waste Marty! **Make an urgent donation now to double your impact this tax-time.** Together with your generosity and that of YSG, we can ensure more children are protected from sexual abuse and have the chance to heal from their trauma.

Warmest regards,



Deirdre Cheers
Chief Executive Officer
Barnardos Australia

P.S. Today's the day to help protect children from sexual abuse. **Donate now to make your tax-time donation go twice as far** to allow vulnerable children to heal from their traumatic start to life and look forward to the safe and happy childhood they deserve.



*Models used to protect privacy.



Because every child needs a champion

It's time to protect children from abuse

Last chance to double your donation today



Dear Marty,

There's still time to **DOUBLE** your donation!

Today is the **last chance to make your tax-time gift go twice as far to help protect children from sexual abuse** and give young victims the chance to heal from their trauma.

[Donate now to double your impact](#)

Thanks to our wonderful friends at YSG, every dollar that is donated to Barnardos Australia will be matched, up to an amazing total of \$30,000!

That means a gift of \$135 will become \$270 for children who need it most.



\$135 will become \$270

With your support Marty, more child sexual abuse victims can receive protection and care on their road to recovery. Will you make an urgent donation today to double your impact?

[Donate to protect children from abuse](#)

Here's some of the ways your generosity can support vulnerable children on their road to recovery:

- urgent medical care
- art therapy sessions
- trauma-informed psychological support
- educational support.

[Donate today](#)

It's time to protect vulnerable children from sexual abuse. **Make an urgent donation now to double your impact this tax-time.** Together with your generosity and that of YSG, we can ensure more vulnerable children have the chance to heal from trauma and look forward to a safe and happy childhood.

Warmest regards,



Deirdre Cheers
Chief Executive Officer
Barnardos Australia

P.S. There's still time to protect children from sexual abuse. **Donate now to make your tax-time donation go twice as far** so vulnerable children can heal from their traumatic start to life and look forward to a safe and happy childhood they deserve.



*Models used to protect privacy.

Email 2 – June 16

(Resend to un-openers of email 1)

Subject Line:
Name, 24 hours left to double your
tax-time gift 🕒





It's time to protect children from sexual abuse. For 48hrs every donation will be matched!

[DONATE NOW](#)

Today is the day! Your tax-time gift will go twice as far to help protect and heal vulnerable children from sexual abuse.



Patricia from NSW has just donated \$100 Colin from NSW has just donated \$500 David from NSW has just donated \$110

Your donation to Barnardos Australia will be instantly doubled for the next 48hrs only!

Thanks to our generous friends at YSG, every dollar that is donated over the next 2 days will be matched, up to a total of \$30,000.

That means your kindness today will have DOUBLE the impact in protecting children from sexual abuse and giving young victims the chance to heal from their trauma through our vital support services.

Sadly, since the COVID-19 pandemic, reports of child sexual abuse have risen by as much as 20%. Vulnerable children need your help more than ever before. Will you join our fight against child sexual abuse in Australia?

Double your impact. [Donate now](#) to protect children from sexual abuse.

1. Amount 2. Payment 3. Thank

\$100 can go towards providing urgent medical support for a child who has suffered from abuse.

This gift will be matched \$ for \$ which means Barnardos receives \$270

\$0
 \$100
 \$500
 \$1000

Other Amount

[DONATE NOW](#)

YSG

Barnardos Australia

*The Shirelle Parsonic, increase of sexual abuse during lockdown.

Elise and Rosie's* story

When 10 year old Elise and 12 year old Rosie came into the care of Barnardos, it was clear they'd suffered from horrific abuse and neglect. Their hair was matted and redded with oils. Their teeth were rotting. They were always on edge, afraid someone would hit them, and would hide food under their beds.

The girls also lacked physical boundaries and their sexualised behaviour were obvious signs they had been victims of sexual abuse.

[READ MORE](#)

Your donation today will transform lives

Without ongoing access to intensive professional care, child sexual abuse victims like Elise and Rosie remain highly vulnerable to the devastating impacts of their trauma. Your tax-time gift will go twice as far to help protect them from abuse and give them the chance to heal. Here's some of the ways you can make a difference:

<p>\$65</p> <p style="font-size: 0.8em;">can help fund art therapy sessions, enabling vulnerable children to safely express their feelings and rebuild their self-worth.</p> <p style="font-size: 0.7em; background-color: #1a3d4d; color: white; padding: 2px;"> Potential Donor: \$65 - \$130 \$=2 </p>	<p>\$135</p> <p style="font-size: 0.8em;">can go towards providing urgent medical support for a child who has suffered from abuse.</p> <p style="font-size: 0.7em; background-color: #1a3d4d; color: white; padding: 2px;"> Potential Donor: \$135 - \$270 \$=45 </p>	<p>\$260</p> <p style="font-size: 0.8em;">can cover a trauma informed therapy session with a psychologist to help victims heal and protect them from future harm.</p> <p style="font-size: 0.7em; background-color: #1a3d4d; color: white; padding: 2px;"> Potential Donor: \$260 - \$520 \$=52 </p>
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[DONATE NOW](#)



Donate now to have your gift matched \$ for \$! 48 hours only! Your tax-time donation will be doubled. Help protect children from sexual abuse today.

[DONATE NOW](#)

Landing page with donation tracker





Because every child needs a champion™

A A A

Our centres

News & media

Stories



Get involved ▾

Foster care & open adoption ▾

Our services ▾

About us ▾

Contact us

DONATE

BECOME A CARER



Barnardos website home page banner

