

June 2026

Charitable Donation Program – Written Content Toolkit

This page provides ready-to-use written content to help you promote your Cause as part of the LLL Charitable Donation Program.

You can copy, adapt and use this content across your channels, including:

- Website
- Emails
- Newsletters
- Social media
- Printed materials

These resources are designed to help you communicate clearly, consistently, and confidently with your community.

How to use this content

- Use the messaging as provided, to reflect your organisation and Cause
- Keep key messages and structure consistent
- Focus on **clear outcomes and community impact**
- Always include a **call to action** (e.g. link, contact, next steps)

Core messaging about how the Charitable Donation Program operates must not be altered. You may customise references to your organisation and Cause, but must not paraphrase or modify descriptions of the Program mechanics.

For best results, use this content alongside [LLL visual assets](#).

Promoting your Cause

Within your organisation (staff and volunteers)

Ensure your team understands and supports your Cause.

Consider:

- Sharing updates via email, meetings or devotion
- Displaying posters in staff or volunteer areas
- Using internal communication channels or chat groups

Build engagement:

- Identify ambassadors to champion your Cause
- Encourage staff and volunteers to share content
- Invite your team to share stories and experiences

With your community

Use the channels that best connect with your audience.

This may include:

- Email and newsletters
- Social media
- Website content
- Posters and flyers
- Presentations or announcements
- Local media

To strengthen impact:

- Share real stories and outcomes
- Highlight the difference your Cause will make
- Encourage your community to get involved and share

Using LLL branding and materials

When using these resources, please ensure:

- LLL branding and assets are used in line with your agreement
- Messaging remains consistent with LLL information
- You must not independently explain or describe how the Charitable Donation Program operates.
- You do not provide financial or product advice
- You refer supporters to **lll.org.au** for more information where needed

Core messaging

Headline

Make your money do more for good

Hashtag

#DoMoreForGood

Long-form content (website, email, newsletters)

Make your money do more for good.

We believe in the generosity of our [School/Church/Organisation] community - and the desire to create meaningful, lasting impact.

That's why we've partnered with LLL Australia to offer a simple, yet powerful, way to support our work through the Charitable Donation Program.

Your money, our mission

Through the Program, LLL allocates support that help us **[insert tangible outcome]**, creating real benefits for our community.

This project has been endorsed by **[group/leadership]** and will enable us to **[community benefit/outcome]**.

How you can support

You can make a difference in a simple and secure way:

1. Open an LLL Charitable Facility
2. Nominate **[Organisation name]** as your preferred beneficiary

Your funds remain yours, while the notional interest is retained by LLL and used to support Causes like ours.

Why it matters

- Your investment remains untouched
- There are no fees to participate
- Your support helps create real community impact

Get involved

Speak with [contact name/details] to learn more

or visit lll.org.au/CDP

Together, we can build a stronger future for our community.

Short-form content (social media, quick posts)

Make your money do more for good.

Support our Cause in a simple and meaningful way - without using your savings.

We've partnered with **LLL Australia** to help achieve:

[insert Cause outcome]

- ✓ No fees or charges apply
- ✓ Secure and simple to set up
- ✓ Real impact in our community

Learn more: lll.org.au/CDF

#DoMoreForGood

#CharitableDonationProgram

#LLL

#CDP

Channel guidance

Social media

- Use short-form messaging
- Pair with visual assets
- Include hashtags:
#DoMoreForGood #CharitableDonationProgram #CDP #LLL
- Tag LLL:
 - Facebook: @LLLAust
 - Instagram: @lll_australia
 - LinkedIn: @lll_australia

Website

When linking to LLL:

- General: www.lll.org.au
- Program: www.lll.org.au/CDF

Use long-form content as your base and adapt to suit your page.

Email (eDM)

Subject line:

Make your money do more for good.

Body content:

Use the long-form content above.

Need support?

If you need help tailoring this content or aligning your messaging email marketing@lll.org.au