



# Say Their Name Day Your essential *guide*



**Say their**  
*name*

25 March



# Say Their Name Day

## Your essential *guide*

**Thank you for your interest in Say Their Name Day. We are honoured to remember and acknowledge your treasured baby or child alongside you and your family.**

**In this guide, you will find all of the information you need to get involved and Say Their Name on March 25th.**

For more information or support, please reach out to our team on **1300 998 698** or email [saytheirname@rednose.org.au](mailto:saytheirname@rednose.org.au)

We're here for you, every step of the way. **Let's get started...**

### Why Say Their Name?

Every year on 25 March, we come together to say the names of the treasured babies and children we have loved and lost – to honour their memory while highlighting the sheer prevalence and profound impact of each of these deaths.

### Say Their Name in loving memory

When a baby or child dies, life as we know it stops – for parents, families and their wider communities.

This pain cannot be fixed, only carried. What makes this pain lighter to bear is often the simple acknowledgement of this reality from those who matter.

Saying a baby or child's name alongside those who loved him or her is a powerful act of kindness and acknowledgement that requires no special knowledge or experience.

**Say Their Name Day** is a day for the whole community to demonstrate that every little life matters and deserves to be celebrated, and that bereaved families are deserving of all the support we can give them.

Name by name, we're helping to break the stigma that prevents families from seeking support to help in their healing, in finding hope for the future, and in coping with their new "normal".

**Say their Name Day** also helps us raise much needed funds to ensure that every grieving family has access to the support they need for as long as they need it.

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**Join with us this Say Their Name Day and together we can remember every little life and support bereaved families.**

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### Ways to get involved

There are many ways you can get involved and support **Say Their Name Day** this year.

#### You can choose to:

- Host your own event or fundraiser
- Make a donation to help support bereaved parents
- Lend your voice and campaign online with us
- Create an online tribute in loving memory of your treasured baby or child



# Step-by-step guide for creating your event or *fundraiser*

## Thank you for choosing to get involved in Say Their Name Day.

No matter how you choose to get involved in **Say Their Name Day**, we hope this opportunity to honour your baby or child while raising funds to help support other bereaved parents is a meaningful and rewarding experience.

### Steps for success

#### 1. Decide what kind of event or fundraiser you'd like to hold

Some parents choose to hold the birthday party their baby never got to have, while others choose to host an office morning tea, a cocktail party with friends, or a beautiful weekend brunch.

Your event doesn't need to be big or public to make an impression – a select group of those closest to you can also make for an intimate, impactful experience.

#### 2. Set up your online fundraising page

Register your activity and we will create an online fundraising page for you – you can add photos or memories of your treasured baby or child and set a fundraising goal as an easy way for your guests to make donations in loving memory.

You can share the link to your tribute page via social media or email to your whole network of family, friends and work colleagues.

#### 3. Download your Say Their Name resource pack

Your free digital pack includes invitations, bunting, donation tin labels and signs to help you all say your baby or child's name and acknowledge their treasured little life. We have also created special tiles which you can share on your social media page.

Visit [saytheirname.org.au/resources](https://saytheirname.org.au/resources)

#### 4. Send a 'save the date' email, text or social media shoutout to your nearest and dearest

In your invitation, consider sharing the reason you are holding your **Say Their Name Day** event/activity – to help break the stigma of pregnancy, infant and child loss as well as raise awareness of the important work we do to support families just like yours. If someone can't attend, invite them to donate online to your fundraiser in your baby or child's name.

#### 5. Prepare, promote and participate!

Lay the groundwork for your event early on – will you provide food or drinks, seek in-kind donations or ask people to prepare a plate? What special touches will you include to personalise your event so that it honours your baby and your family?

In the lead up to your event, nominate someone to be your chief event motivator to get people involved if you don't feel up to it – we want you to feel supported and nurtured every step of the way.



## Fundraising tip

You can also use the special fundraising tools on Facebook to collect donations in loving memory of your baby or child. Simply go to your Facebook profile page, click 'More options', scroll down to 'Support Nonprofit' and then search for Red Nose Limited. We have created some pre-made banners to add to your fundraiser page, which you can download for free from [saytheirname.org.au/resources](https://saytheirname.org.au/resources).

### 6. Share your event with us so we can acknowledge your baby alongside you and your guests

You can email us or find us on Facebook or Instagram, where we'd love to see your event pics.

Use the hashtag **#saytheirname** and make sure you tag **@rednoseaustralia**.

### 7. Bank your funds so we can put them to use straight away to help support bereaved families

Once the event or activity is over, you can send the money you have raised to us by direct bank transfer or credit/debit card payment at [saytheirname.org.au/donate](https://saytheirname.org.au/donate).

For assistance, give us on a call on **1300 998 698**.

## Lend your *voice*

**Say Their Name Day** was created to help breakdown the stigma of pregnancy, infant and child loss and start conversations about this important topic.

Every baby and child matters and deserves to be celebrated, and every family deserves to be supported through their grief and helped to rebuild their life – this is what **Say Their Name Day** is all about.

### Campaign with us

This **Say Their Name Day**, we invite members of our community to join with us to say the names of all of the treasured babies and children we have loved and lost. You can join in by lending your voice to the campaign.

Simply download the special [Say Their Name sign](#), add your baby or child's name, and then share it with your networks in the lead up to and on **Say Their Name Day** on March 25th.

Use the hashtag **#saytheirname** and make sure you tag **@rednoseaustralia**.

You can also show your support by searching **#saytheirname** or **#rednoseaus** on instagram stories to use our Say Their Name Day Stickers.

# Frequently asked *questions*

## What is Say Their Name Day?

Losing a baby or child brings parents, families and communities unimaginable pain – your whole world is shattered and moving forward feels impossible.

**Say Their Name Day** responds to the ongoing wish expressed by many bereaved parents to be able to say their baby's name and to hear it said by others.

Despite the empty arms and the painful memories, there are also beautiful memories – your much loved child lives on always in your heart.

Bereaved parents and families are invited to participate in **Say Their Name Day** to remember every little life and support other bereaved families.

## How do I participate in Say Their Name Day?

There are lots of ways you can get involved and participate in **Say Their Name Day** including hosting an event or fundraiser, sharing the campaign on social media, or making a donation in loving memory.

How you get involved is up to you – no matter how you choose to get involved, you will be helping to start important conversations about pregnancy, infant and child loss and raise much needed funds to support more bereaved families.

Visit [saytheirname.org.au/get-involved](http://saytheirname.org.au/get-involved) to find out more.

## How do I host a fundraising event?

Hosting an event or online fundraiser on **Say Their Name Day** is a beautiful way to honour the memory of your treasured baby or child.

We love it when our community members hold special events to raise awareness and much needed funds to support other bereaved families.

Visit [saytheirname.org.au/get-involved](http://saytheirname.org.au/get-involved) to set up your fundraising page or register your event.

**For information, advice and support, call us on 1300 998 698 or email [saytheirname@rednose.org.au](mailto:saytheirname@rednose.org.au).**

## How can family and friends participate?

There are lots of ways your family and friends can get involved and participate in **Say Their Name Day**. They can host their own event or attend your event, make a donation, or share the campaign on social media. Visit [saytheirname.org.au](http://saytheirname.org.au) to find out more.

## Do I have to make a donation to participate in Say Their Name Day?

No. There are lots of ways you can get involved in **Say Their Name Day** including making a donation, hosting an event or fundraiser, and sharing the campaign on social media.

How you get involved is up to you – no matter how you choose to get involved, you will be helping to start important conversations about pregnancy, infant and child loss and raise much needed funds to support other bereaved families.

Learn more at [saytheirname.org.au](http://saytheirname.org.au).

## How do I add my baby's name to the memorial wall?

You can add your baby or child's name to the Memorial Wall by visiting [www.saytheirname.org.au/memorial](http://www.saytheirname.org.au/memorial).

You can put multiple names together on the one heart, or fill out the form individually to create unique hearts for every special little life you are remembering this Say Their Name Day.

## Is my donation tax deductible?

Yes. All donations over \$2 are tax deductible.

## Where does my money go?

Every dollar raised on **Say Their Name Day** supports bereaved families through our national bereavement and peer support programs.

This includes our 24-hour phone line, live chat and email support services, our face-to-face counselling and support groups, as well as the distribution of information and resources to individuals, health professionals and hospitals nationally.





# Thank you

Thank you for joining us to Say Their Name on March 25th.  
Together we are making a profound difference for bereaved  
parents and families.

## For more information

[saytheirname.org.au](https://saytheirname.org.au)

[saytheirname@rednose.org.au](mailto:saytheirname@rednose.org.au) | 1300 998 698



24/7 Support Line 1300 308 307

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