

Donation Dollar

The small coin making a big difference



Australian Government
Royal Australian Mint



SAATCHI & SAATCHI

This week, the Royal Australian Mint, in partnership with Saatchi & Saatchi, launched a world-first initiative, designed to inspire and cultivate the collective spirit of generosity in all Australians.


Donation Dollar

The world's first \$1 coin with a call to action.

A call to make Australia a more charitable nation. Over the coming years, we plan to mint one for every single Australian, creating millions of reminders to give.



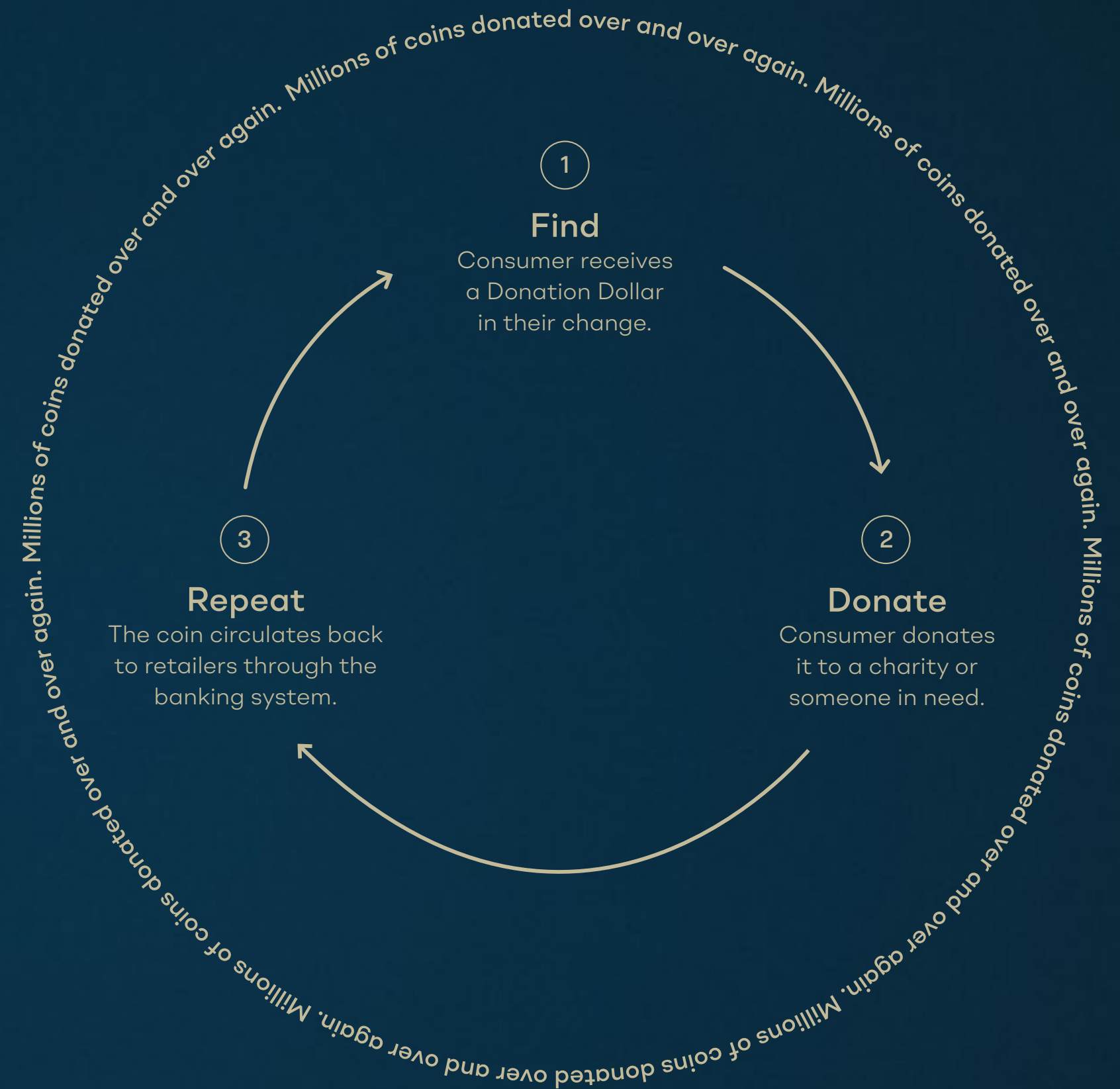




If each Australian donated just one Donation Dollar a month, together we'd raise an additional \$300 Million for charity each and every year.

How it works

The Donation Dollar can be spent like any other \$1 coin, but when donated makes an on-going impact on the lives of Australian's in need.



What Australia thinks

53%

of Australians would happily donate their Donation Dollar at least once when received in change.

72%

believe Donation Dollar would help teach young people about the importance of giving.

70%

believe Donation Dollar is something our nation can take pride in.

Donation Dollar would encourage

46%

of Australians who already donate to charity to give more.

1 in 4

Australians would donate every Donation Dollar they received, for however long they're in circulation.

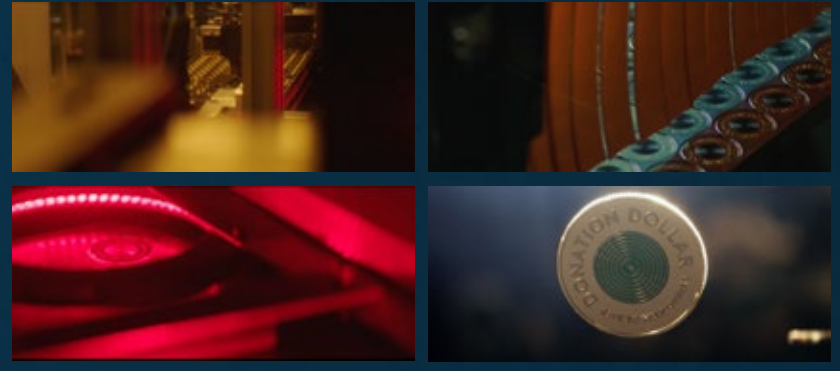
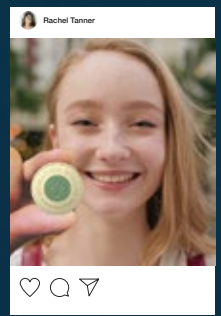
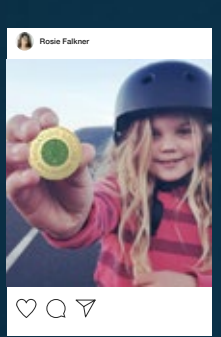
48%

of Australians would be more likely to support a supermarket with Donation Dollar collection points.

**70% agree that Donation Dollar is an opportunity for
Australians to unite around a common good.**



Launched on International Day of Charity (Sept 5th) 2020



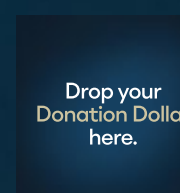
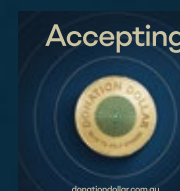
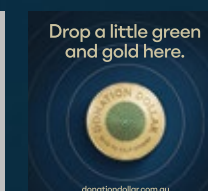
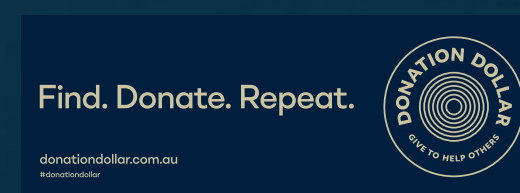
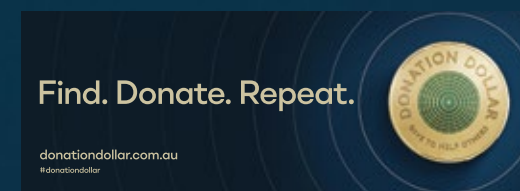
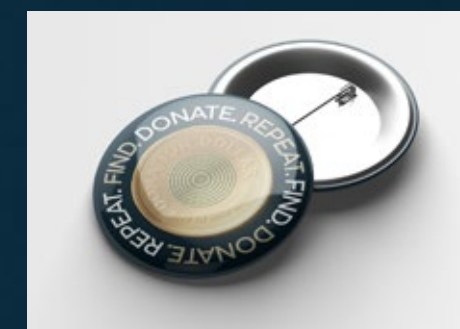
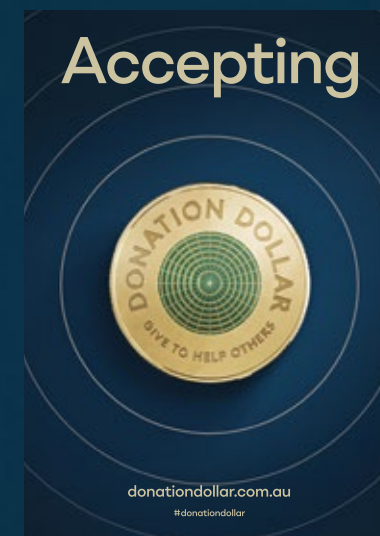
Five ways to get involved with Donation Dollar

1

Download and implement
Donation Dollar digital and
printable assets available on
donationdollar.com.au



Download Asset Pack





2

Approach local cafes, restaurants, bars and businesses and ask them to place a tin on their counter to collect Donation Dollars for your cause.

3

Engage local
Primary/Secondary Schools
and ask them to conduct a
**‘Bring in your Donation
Dollar Day’.**



Weekly activity

Donation Dollar colour-in

Let's help kids raise money for charity with the Donation Dollar Generosity Jar.

Step 1: Choose a charity they want to help
Step 2: Label the jar
Step 3: Fill the jar with any spare change
Step 4: Donate the money to the charity

Colour in both sides of the coin.

Name _____
Age _____
School _____

donationdollar.com.au

Donation Dollar Generosity Jar

I'm donating to _____

Stick your dollars here!
Stick them on the circles and once you've collected \$10, donate to your chosen charity.

\$10 for _____

donationdollar.com.au



*I'm <Sam Sample> ,
CEO of <Choose Charity>.
When you find a Donation
Dollar in your change,
consider donating it to help
us in our mission to
(insert mission here).*

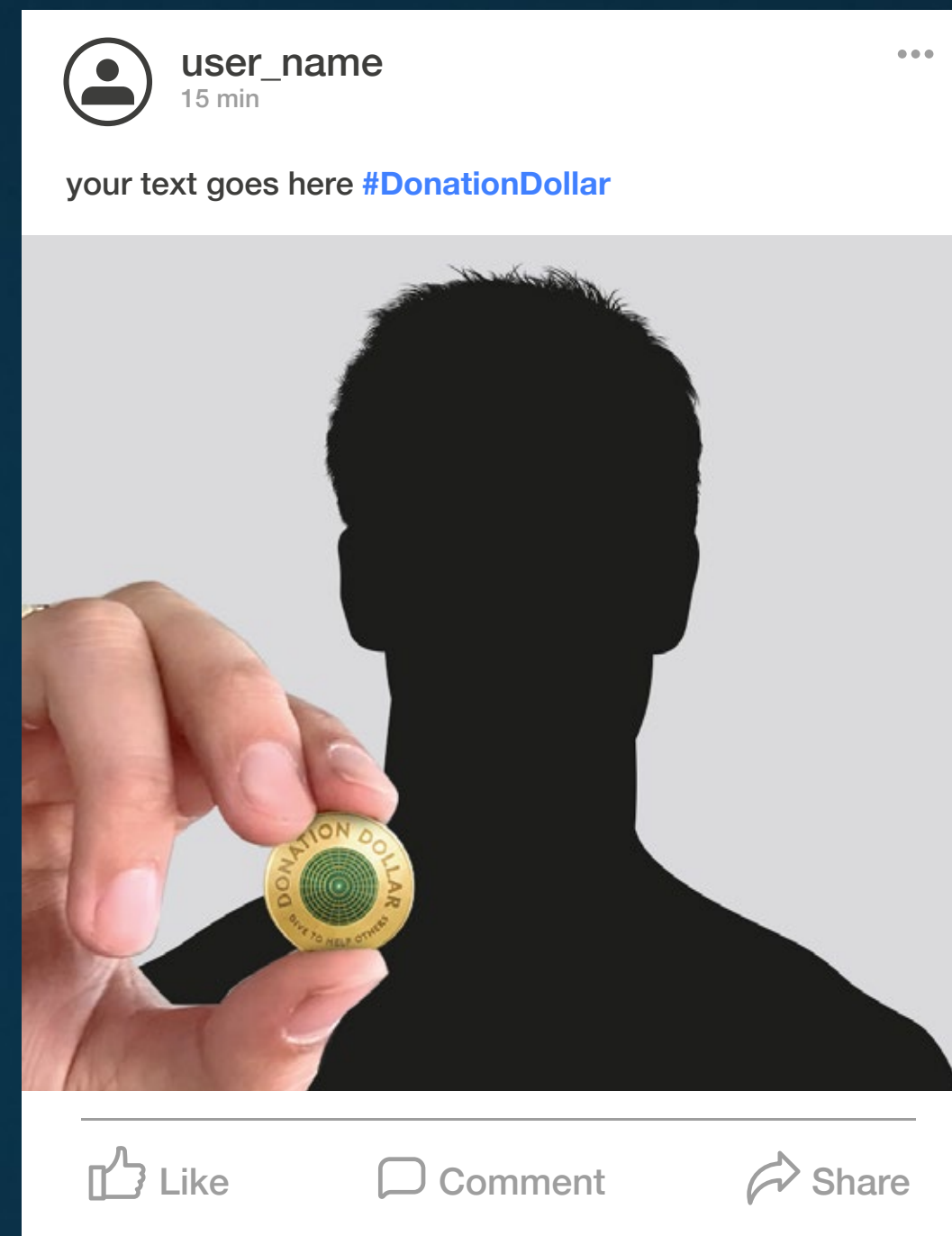
4

Promote Donation Dollar on
your social media channels.



5

Engage your ambassadors
to become voices of support
for Donation Dollar.



*Hi guys, I'm donating
my Donation Dollar to
(insert charity here) to help
them in their mission to
(insert mission here).*

*When you find one in your
change, donate it to those
who need it most.*

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Thank you

