



CHARITY BRIEF

In support
of



share*the***dignity**

BACKGROUND

At Share the Dignity, we believe that access to period products is a right, not a privilege. We're an Australian charity working to ensure better health outcomes for women, girls and anyone with a period, by ensuring everyone who menstruates has access to the products they need to manage their period with dignity.

Since 2015, we've collected and distributed over 5.4 million period products and over one million It's in the Bag donations to women, girls and people with a period doing it tough, including those experiencing homelessness, fleeing domestic violence, or living in crisis.

We work with over 3,000 charity partners and run major initiatives. These include:

- Our bi-annual Dignity Drives, where we collect and distribute period products
- It's in the Bag where we collect and distribute bags filled with essential hygiene items.
- Dignity Vending Machines, where we provide free and dignified access to period products which dispense free pads and tampons and are installed in schools, libraries, hospitals, charities, community hubs and other areas of high need across Australia.

But despite the impact we've made over the last ten years, many Australians still don't know who we are, or that period poverty exists right here in our own backyard.



THE BRIEF

The Most Successful Dignity Drive to Date: Motivate to Donate

This is more than a marketing campaign, it's our chance to show even more Australians who Share the Dignity is, and why our work matters.

We're asking for your help to raise awareness of who we are and the critical work we do and subsequently.

- Increase physical in-store and online donations during our Dignity Drive (*March & August*)
- Grow the number of businesses registering as a collection point

For 10 years Share the Dignity have been conducting biannual Dignity Drives, that is 20 drives asking our supporters for the same thing. We want to reinvigorate donors, attract new supporters and stand out to traditional state and national media outlets who often don't cover our drives because either 1. the campaign has happened many times before or 2. because they don't want to talk about periods on TV.



Help end period poverty



THE CHALLENGE

Share the Dignity is an Australian-based charity working to end period poverty. As the need for menstrual support continues to rise each year, so too does the demand for vital donations. Share the Dignity need to reach even more Australians to increase donations of period products to support even more women, girls and those who menstruate doing it tough.

Campaign Objective: The Most Successful Dignity Drive to Date Motivate to Donate

The Key Task: Develop a big communications idea and channel strategy to increase Dignity Drive donations in March 2026. Response must include block plan for timing and budget allocations.

Campaign Goals: March 2025 Dignity Drive we collected just over 145,000 period products and had just under 600 businesses (other than Woolworths) registered as collection points. Our goal for March 2026 Dignity Drive is to increase the number of physical donations to 200,000 and increase the number of business collection points outside of Woolworths to 700.

Target Audience: Share the Dignity's audience is traditionally females 30+. However, we would like you to come up with a point of view of the target audience that represents the best opportunity for the task and why.

Budget and Timing: You have a budget of \$500k. The focus for this brief is Dignity Drive in March 2026. Please form a point of view on timing for when activity should start.

Current Partnerships: Woolworths (collection points for Dignity Drives), Bunnings (collection points for It's in the Bag) and Sisterhood Foundation (primarily supporting It's in the Bag)

<https://www.sharethedignity.org.au/>

<https://www.facebook.com/sharethedignity/>

<https://www.instagram.com/sharethedignityaustralia/>

<https://www.linkedin.com/company/share-the-dignity/>

<https://x.com/sharingdignity>

<https://www.tiktok.com/@sharethedignity>

Databases & Subscribers – Approx 70,000 email subscribers

Limitations – N/A

SUCCESS STORIES

Very Successful: Pad Dress' to encourage Bloody Big Survey respondents.

Rochelle promised to wear the pad dress until the Bloody Big Survey received 100,000 responses. This campaign was great for social engagement and increasing responses. To this day people still come up to her knowing as the one who wore the pad dress. Google 'Bloody Big Survey pad dress' to find out more.

Moderately successful: Would you Rather campaign to promote Dignity Drive



This campaign looked a bit different to our normal marketing materials. While it was fun and different it appealed more to a younger audience. Some people shared that they didn't realise the campaign was on because it looked different. Share the Dignity works pro-bono with influencers and they took well to the campaign enjoying how interactive it was. Some media picked up the campaign due to the involvement of influencers.

The full card deck can be found [here](#). A media release about the campaign can be found [here](#). A social example of the campaign can be found [here](#).

Unsuccessful: Bestie Bag campaign to increase It's in the Bag donations.

Did not receive much engagement at all and the competition didn't receive many entries. You can view the website [here](#).

JUDGING CRITERIA

UNDERSTANDING THE TASK

5%

Does the entry clearly articulate the key issues and objectives of the brief, and what the role of communications is?

DEFINING THE AUDIENCE AND INSIGHT

15%

Does the entry demonstrate an understanding of the target audience?

Is there a clear and compelling insight that informs the approach?

RESPONSE TO THE BRIEF

Is a big communications idea evident?

20%

Is the communications idea unique and innovative?

To what extent does the idea address the stated objectives?

10%

To what extent does the idea translate to a clear channel strategy?

10%

Is the role of, and connection between each channel outlined?

Does the idea shape the implementation in each channel?

15%

How realistic is the idea and does it fit within budget?

5%

Is there a clear measurement approach which succinctly demonstrates

delivery against the objectives?

10%

ARTICULATION

Is the entry well written, with concise reasoning and easy to follow?

10%



ENTRY RULES AND CONDITIONS

You must be a registered member of NGEN at the time of the entry deadline (23 July 2025).

Entries must be submitted on an individual basis or as a team (maximum two people) via <https://mfa.awardsplatform.com>. Please note, one trophy will be presented to the winner(s) on the night.

The NGEN category is not eligible for the Grand Prix Award.

No entrant company branding including reference to company name and/or logo is allowed. Do not include your name anywhere within your entry written submission.

Entries must not exceed 1000 words. Appendices, graphs, and media schedules are not included in the 1000-word limit.

More than one entry may be submitted into the NGEN category however each entry will incur a \$150 incl GST entry fee. Entries are due by 5pm 23 July 2025. No Extensions will be given.

The information contained in this brief is commercial in confidence and entrants should act with utmost integrity in how they treat the charities insights.

Shortlisted entrants will be asked to present live to a panel of judges at NGEN Award Day on 27 August. During this time entrants will present their response to the brief, take questions, and receive feedback.

NGEN Award Day will take place in-person in Melbourne and Sydney on August 27, locations are tbc.

Those selected from the NGEN Award Day presentations will progress as this years' finalists and will be notified by phone after NGEN Award Day.

The entrant grants MFA permission to show the entries at The MFA Awards Presentation and at such times as deemed appropriate. The entrant agrees that The MFA will not accept responsibility for errors or omissions reproduced in the Presentation or for work lost or damaged under any circumstances.

All entries and their content will become the property of the charity following the Awards.