Make it home for Christmas

Australian Road Safety Foundation

HOLIDAY SEASON GET INVOLVED KIT

DECEMBER 2026 / JANUARY 2027

Join the Journey

Every Journey Counts



Socials & Email

Supporting the Campaign is Easy!

CHOOSE A RESOURCE - Social tiles | Email banner
COPY YOUR MESSAGE - Copy for Short social | Full social | Coffee for Care
SHARE & TAG - @ausroadsafetyfoundation #MakeItHomeForChristmas #ChooseRoadSafety #ARSF
WANT TO DO MORE? - Host a Coffee for Care fundraiser → Share your fundraiser link

Ready to Copy & Paste

Short Social Copy

Every Journey Counts this Christmas. We're joining the Australian Road Safety Foundation and encouraging everyone to slow down, stay focused and help make sure we all make it home safely for Christmas.

#MakeItHomeForChristmas #ChooseRoadSafety #ARSF

Full Social or Email Copy

We're proud to join the Australian Road Safety Foundation this holiday season because Every Journey Counts. Whether you're walking, riding or driving, road safety is everyone's responsibility. Plan ahead, put distractions away, slow down, stay focused and be patient as our roads get busier over the Christmas period. This holiday season, let's all make safer choices and help ensure everyone makes it home safely.

#MakeItHomeForChristmas #ChooseRoadSafety #ARSF

Coffee for Care Social or Internal Message Copy

We're hosting a Coffee for Care fundraiser this Christmas to support people impacted by road trauma. Why not join us? It's an easy way to bring your workplace together and make a difference. [Paste your fundraiser link]

#MakeItHomeForChristmas #ChooseRoadSafety #ARSF #CoffeeforCare

Social Tiles







Click an image to download

Email Banner



Other Resources

Having Road Safety Conversations is Easy!

DOWNLOAD – Download the campaign resources.
DISPLAY – Place them where people will see them.
START A CONVERSATION – Use the facts and tips to get people talking about safer Christmas travel.
WANT TO DO MORE – Host a Coffee for Care fundraiser to support people impacted by road trauma.

Ready to Print, Share and Start Conversations

Campaign Poster

Print at A4 size or enlarge to A3 and display in high-traffic areas. Try placing copies on lunchroom or meeting tables to spark conversations about making it home safely this Christmas, conversations that can continue at home.

Infographic

Print at A4 or enlarge to A3 and put the facts where people will see them. Use them to start conversations over lunch, in meetings or toolbox talks about staying safe on the roads this Christmas.

Tips for your Road Trip Prep Page

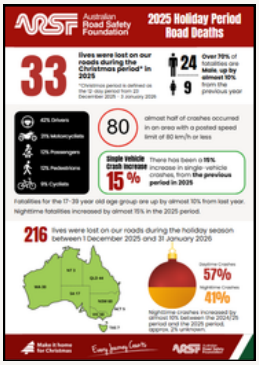
Display the tips in shared areas, then use them to start conversations about safer holiday travel. Share a tip a day on your internal messaging board, or turn the tips into daily trivia to get workmates involved.

Want to directly support Road Trauma Victims

Coffee for Care - Coffee Donation Fundraiser or Coffee Beans Fundraiser

Let everyone know that you're looking for their help to raise money for road trauma victims. Two ways to do it. Coffee for Care - one cup at a time, or buy a bag of fresh beans or pods.

Campaign Poster, Infographic & Tips Pages











Click an image to download

COFFEE FOR Care

Raising funds to support road trauma victims

Road Trauma Care Fundraiser

Coffee Beans, Grounds & Pods

Make every cup count this Christmas!

Great coffee. **Greater impact.**

Simply purchase your beans, grounds or pods through our Coffees for a Cause partnership to help raise vital funds for road trauma victims.

Purchase your favourite coffee beans, freshly ground coffee or pods and have them sent straight to your door. For every 1 kg bag purchased, $10 supports ARSF's Journey to Recovery initiative.

Order now for Christmas. Stock up for home, the office, or give the gift of great coffee while helping support people impacted by road trauma.

What you're donating towards:

Every purchase supports victims of road trauma in navigating their pathway to recovery.

ARSF's Journey to Recovery program aims to deliver the resources, connection, and support people need to navigate road trauma and move forward with confidence. If you or someone you know needs support, visit arsf.com.au today to find out more.

Journey to Recovery

Coffee Beans Donation Poster



Click image to download

Make every cup count this Christmas

COFFEE FOR Care

BUY NOW FOR CHRISTMAS

Every purchase of a 1kg bag of coffee beans, grounds or pods $10 goes directly to ARSF's Journey to Recovery program.



Make it home for Christmas

ARSF Australian Road Safety Foundation

Journey to Recovery

COFFEE FOR Care

Raising funds to support road trauma victims

Road Trauma Care Fundraiser

Donate your coffee

Why?
Because it's easy! And you'll be helping help those impacted by road trauma to start their Journey to Recovery.

Over 100,000 Australians are impacted by road crashes every year, dealing with injury, trauma, and financial impact, with limited and often unclear recovery pathways. Coffee for Care Fundraisers help support ARSF's Journey to Recovery Program.

So what are you waiting for?

- Print out the Coffee for Care poster.
- Rally your work mates to scan the QR code and donate to support.

OR

- Add the Coffee for Care donation poster to your chosen activity.
- Create your personalised fundraising page and join the leaderboard.

What you're donating towards:

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Journey to Recovery

Coffee for Care Donation Poster



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Australian Road Safety Foundation

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Every Journey Counts

Join the Journey