

Social Media & Marketing Guide

Info Sheet 1

2026 Budget Campaign



Please make sure to use the hashtag #keepnhdoorsopen and tag Neighbourhood Houses Victoria (@neighbourhoodhousesvic).

[You can find graphics here](#)

We'll continue adding throughout the campaign with new ideas!

Generating your own material

- Generating your own material is so incredibly effective and it can be really simple!
- When community members are completing their postcards, you could ask them if they're happy to take a photo with the postcard or take a short video sharing what they love about your neighbourhood house.
- If you're getting creative with your campaigning, make sure you post it online! It might be a video of a performance, photos of cakes, and more.
- Make sure you ask participants to tag you and use the hashtag – that way you can share content from them, too.
- Make a short video explaining what the campaign means to your house, and asking community members to visit and sign a postcard.
- Share content to local community groups.
- We have “stickers” of the characters featured in the artwork that you can use on images!

Movie Magic!

Why are videos of your participants so great? Social media users retain 95% of a message when watched via video ad, compared to only 10% when reading text.

If social media isn't your strong suit, you can check out the [Social Media Basics training program](#) on our website!



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Captions

We absolutely support you creating your own captions for these posts! If you do want to write your own, you can use the fact sheets we've provided to inform them or use the statistics from your participant and annual surveys to show your impact.

If you don't have time or creativity on your side, here are some samples you can use or adapt:

Strong communities start in shared spaces and shared moments. Underfunding is putting Neighbourhood Houses at risk of closure, but you can help us keep the doors open!

Sign a postcard to tell [@local MP] and Ros Spence MP what you love about [NH name] so we can make sure our community is heard.

Neighbourhood Houses deliver \$921 million in value to their communities, but our funding doesn't cover our manager's wage (let alone other operational costs!).

It's simple: without sustainable funding, our doors will close. With fair funding, we will continue to be the safe, welcoming places every Victorian community needs.

Support [NH name] so we can keep our doors open – sign a postcard to ask [@local MP] and Ros Spence MP to increase our funding by 25%.

KEEP OUR DOORS OPEN!

46% of Neighbourhood Houses are running at a loss. We need a 25% increase to keep our doors open and keep providing our community with a safe and supportive space.

Visit us and sign a postcard to show [@local MP] and Ros Spence MP the power of a strong community!