

**NZBLOOD**

# World's Biggest Reserve Bench Toolkit



# The Campaign



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## **Can you help Sir Graham Henry create the World's Biggest Reserve Bench for New Zealand Blood Service?**

We need your help as part of a lifesaving campaign to help us save Kiwis' lives. Right now only 3.7% of New Zealanders are registered to be blood donors. That's a lot of pressure on those few people, when we need 3,500 donations every week to meet demand. That's why Sir Graham Henry has partnered with NZ Blood Service to create 'The World's Biggest Reserve Bench'.





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## What is the World's Biggest Reserve Bench?

All Kiwis understand the need to have a strong reserve bench. That is what makes our sporting teams so great. New Zealand is renowned for having the strongest rugby reserve bench in the world. With this in mind, who better to bring this campaign to life, than Sir Graham Henry, the man who has built many of them for the All Blacks.

A former blood donor himself, Sir Graham knows the importance of blood donation and felt strongly about being part of this recruitment campaign to get 100,000 additional people on the Reserve Bench for NZ Blood Service.

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## How you can help

We need as much support as possible if we're going to meet future demand for blood and blood products. Using the reach of your company, we'd love your help to encourage your staff and customers to help us reach our goal of 100,000 people registered on the World's Biggest Reserve Bench.

Your personal and professional support would be amazing. We will provide all of the assets and links you require to participate in the campaign.



# Campaign Toolkit



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## Social media

We have a range of assets that can be shared, as well as suggested copy to accompany them.

### Options are:

Sharing the launch video on your business or organisation's social media channels letting customers know you're doing your bit to help.

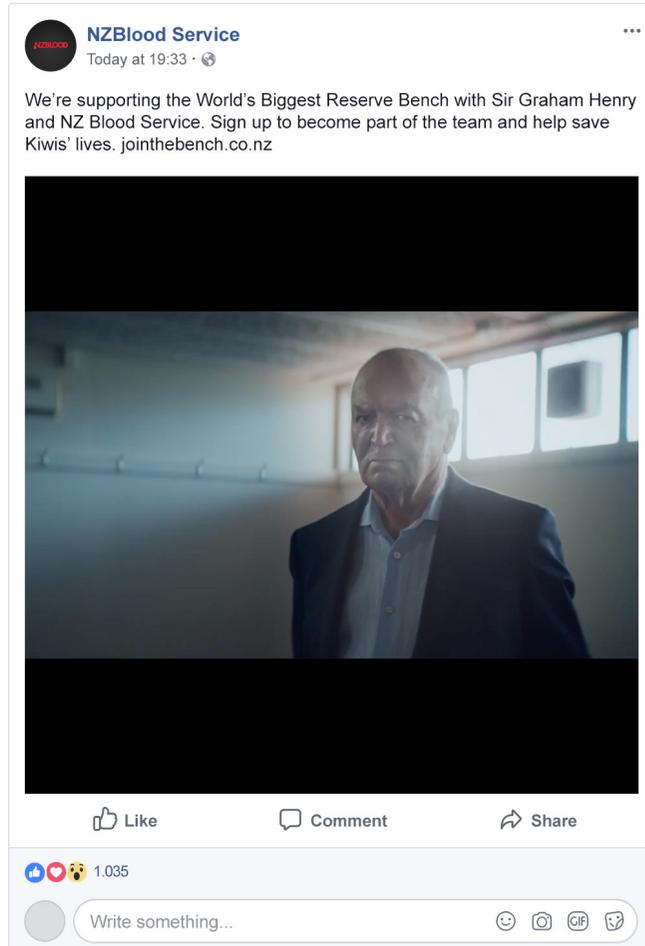
Sharing an image from the assets and challenging other businesses to join the campaign.

**NZBLOOD**

**World's Biggest  
Reserve Bench**

**#jointhebench**

## Video post



The image shows a screenshot of a Facebook post from the NZBlood Service. The post features a video thumbnail of an older man in a dark suit and light blue shirt, looking directly at the camera. The text of the post reads: "We're supporting the World's Biggest Reserve Bench with Sir Graham Henry and NZ Blood Service. Sign up to become part of the team and help save Kiwis' lives. [jointhebench.co.nz](https://jointhebench.co.nz)". Below the video, there are interaction buttons for "Like", "Comment", and "Share". At the bottom, there is a comment input field with the placeholder text "Write something..." and icons for emojis, photos, GIFs, and stickers. The post has 1,035 reactions.

Use this to post on social media sites like Facebook, Instagram or Twitter. We've included the video link. You're more than welcome to change the suggested copy below, we just ask you to please include our [jointhebench.co.nz](https://jointhebench.co.nz) website address and #jointhebench #nzblood hashtags.

### Example copy

We're supporting the World's Biggest Reserve Bench with Sir Graham Henry and NZ Blood Service. Sign up to become part of the team and help save Kiwis' lives.  
[jointhebench.co.nz](https://jointhebench.co.nz)

## Social post 01



**NZBlood Service**  
Today at 19:33 · 🌐

We're supporting the World's Biggest Reserve Bench with Sir Graham Henry and NZ Blood Service. Sign up to become part of the team and help save Kiwis' lives. [jointhebench.co.nz](https://jointhebench.co.nz)

**Join the  
World's Biggest  
Reserve Bench**

**NZBLOOD**

Like Comment Share

1,035

Write something...

Use this to post on social media sites like Facebook, Instagram or Twitter. We've included JPEG files of the images. You're more than welcome to change the suggested copy below, we just ask you to please include our [jointhebench.co.nz](https://jointhebench.co.nz) website address and #jointhebench #nzblood hashtags.

### Example copy 01

We're supporting the World's Biggest Reserve Bench with Sir Graham Henry and NZ Blood Service. Sign up to become part of the team and help save Kiwis' lives.

[jointhebench.co.nz](https://jointhebench.co.nz)

## Social post 02



The image shows a Facebook post from the NZBlood Service. The post features a profile picture of the NZBlood Service, a timestamp of 'Today at 19:33', and a text message. The text message reads: 'Here at <Business Name>, we fully support the World's Biggest Reserve Bench and Sir Graham Henry's mission to get more blood donors for NZ Blood Service. Will you get on the Bench and help too? [jointhebench.co.nz](http://jointhebench.co.nz)'. Below the text is a large image of Sir Graham Henry, a man in a dark suit and light blue shirt, looking serious. Overlaid on the image is the text 'Join the World's Biggest Reserve Bench' in bold black font, with 'Join the' in red. The NZBLOOD logo is in the bottom left corner of the image. Below the image are icons for 'Like', 'Comment', and 'Share'. At the bottom of the post, there are icons for reactions (thumbs up, heart, wow) and a count of '1,035'. A text input field with the placeholder 'Write something...' and icons for emojis, photos, GIFs, and stickers is at the very bottom.

**NZBlood Service**  
Today at 19:33 · 🌐

Here at <Business Name>, we fully support the World's Biggest Reserve Bench and Sir Graham Henry's mission to get more blood donors for NZ Blood Service. Will you get on the Bench and help too? [jointhebench.co.nz](http://jointhebench.co.nz)

**Join the  
World's Biggest  
Reserve Bench**

**NZBLOOD**

👍 Like    💬 Comment    ➦ Share

👍❤️😲 1,035

Write something... 🗣️ 📷 🧩 🗒️

Use this to post on social media sites like Facebook, Instagram or Twitter. We've included JPEG files of the images. You're more than welcome to change the suggested copy below, we just ask you to please include our [jointhebench.co.nz](http://jointhebench.co.nz) website address and #jointhebench #nzblood hashtags.

### Example copy 02

Here at <Business Name>, we fully support the World's Biggest Reserve Bench and Sir Graham Henry's mission to get more blood donors for NZ Blood Service. Will you get on the Bench and help too? [jointhebench.co.nz](http://jointhebench.co.nz)

### Facebook Cover photo

This can be uploaded to your Facebook as a cover image. We've included JPEG file of this image.



**Email signature**

This image can be added to the bottom of your email as a signature. If you're unsure how to do this please ask your IT department who will be able to show you how. We've included JPEG file of this image.

**I'm supporting the  
World's Biggest  
Reserve Bench**

**Help save Kiwis' lives.  
jointhebench.co.nz **



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## Hashtags are encouraged too

#jointhebench

#nzblood

Important to note is that the website URL [www.jointhebench.co.nz](http://www.jointhebench.co.nz) should be included with any activity or communication.

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## Contact details

If you have any questions or queries, please don't hesitate to get in touch.

— Sandy Trigg (021) 231 9406

— [sandy@nwkcom.co.nz](mailto:sandy@nwkcom.co.nz)



**Thank you.**



**NZBLOOD**