

## 2025 National Grief Survey + Let's Talk About Grief:

# Supporter Toolkit

*Help us make grief more visible.*



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## 1. About the campaign

**Let's talk about grief 2025** is a national grief awareness initiative led by Griefline. This year, we invite Australians to help make grief more visible by sharing ***what we're feeling and what we're missing***.

Our goal is to create a more grief-informed Australia by:

- Listening to the lived experiences of people affected by grief
- Gathering valuable data to inform policy, care, and support
- Inspiring more open and compassionate conversations around grief

## 2. Key campaign details

### The 2025 National Grief Survey

A short, anonymous survey for people aged 18+ in Australia who have experienced grief in the last 12 months.

- 🕒 Takes 10–15 minutes
- 📅 Open until 31 August 2025
- 🔗 [griefline.org.au/2025-national-grief-survey/](https://griefline.org.au/2025-national-grief-survey/)

### Let's talk about grief: What we're feeling, what we're missing

A storytelling campaign during Grief Awareness Month in August, inviting Australians to share their grief experiences — what they felt, what helped, and what was missing.

📅 Submissions open now until 26 July

💬 Story submissions form: <https://forms.office.com/r/jMGmpgZL7E>

### 3. How you can help

- ✓ **Share the message.** Use our assets to spread the word in your network.
- ✓ **Add your voice.** Complete the survey and/or share your story.
- ✓ **Amplify.** Promote the campaign across your community, workplace, or audience.

### 4. Ready-to-use assets

#### a. Newsletter copy

**Subject line:** Let's talk about grief: Two ways to be part of something that matters

Grief is part of life — yet too often; it's met with silence or misunderstanding.

Griefline invites you to take part in Let's Talk About Grief 2025 — a national initiative to make grief more visible, better understood, and more compassionately supported.

#### 1. Take the 2025 National Grief Survey

If you've experienced grief in the last 12 months, we invite you to share your experience. It's anonymous, takes just 10–15 minutes, and every voice makes a difference.

 Survey closes: 31 August 2025 /  [griefline.org.au/2025-national-grief-survey](https://griefline.org.au/2025-national-grief-survey)

#### 2. Share your story for Let's Talk About Grief

If grief has touched your life at any point in time, you're invited to share your story through our national storytelling campaign during Grief Awareness Month in August.

 Submissions open until 26 July /  <https://forms.office.com/r/jMGmpgZL7E>



Your insights could help shape how grief is seen, spoken about, and supported across Australia.

Let's build a more compassionate, grief-informed Australia – together.

## **b. Social media copy**

### **Instagram / Facebook**

Grief affects us all – but support doesn't always follow.

Griefline invites you to take part in Let's Talk About Grief 2025:

### **Take the 2025 National Grief Survey**

If you've experienced grief in the last 12 months, we invite you to complete the survey:

 Open until 31 August /  [griefline.org.au/2025-national-grief-survey](https://griefline.org.au/2025-national-grief-survey)

### **Share your story**

If grief has touched your life at any stage, you're also invited to share your story through our national storytelling campaign during Grief Awareness Month in August.

 Submissions close 26 July /  <https://forms.office.com/r/jMGmpgZL7E>

Your insights could help shape how grief is seen, spoken about, and supported across Australia.

#GriefAwarenessMonth #LetsTalkAboutGrief #NationalGriefSurvey #Griefline  
#LivedExperience

## LinkedIn

Grief is universal – yet too often it goes unspoken or unsupported.

The 2025 National Grief Survey, led by Griefline, is a national insight-gathering project to understand how grief is experienced across Australia – and where support is falling short.

If you've experienced grief in the last 12 months, we invite you to take part in the survey. If grief has touched your life at any stage, you're also invited to share your story through Griefline's national storytelling campaign during Grief Awareness Month in August.

🕒 10–15 minutes to complete

📅 Survey open until 31 August 2025 / [griefline.org.au/2025-national-grief-survey](https://griefline.org.au/2025-national-grief-survey)

📅 Story submissions until 26 July / <https://forms.office.com/r/jMGmpgZL7E>

Share it. Talk about it. Let's make grief visible.

#GriefAwarenessMonth #LetsTalkAboutGrief #NationalGriefSurvey #Griefline  
#LivedExperience

## c. Email / staff communication

**Subject:** Support Griefline's National Grief Survey

We are proud to support Griefline's **2025 National Grief Survey** – a nationwide initiative to better understand how grief is experienced and supported across Australia.

The insights gathered will help inform grief education, improve support services, and break the silence that too often surrounds loss.

If you've experienced grief in the last 12 months, we encourage you to take part.

🕒 Take 10–15 minutes to complete

📅 Open until 31 August 2025

🔗 [griefline.org.au/2025-national-grief-survey](https://griefline.org.au/2025-national-grief-survey)

Please share with your team and community. Every response helps bring visibility and compassion to the grief experience.

## 5. Campaign messaging guide

Use these key messages in your own posts, emails, or conversations. You're welcome to use them as-is, adapt them to your audience, or build your own content around them.

### 1. Grief is universal — but support isn't

Everyone experiences grief, yet many people still feel unseen or unsupported. By listening to real experiences, we can help make grief more visible — and support more accessible.

### 2. We need a national picture of grief

There's currently limited data on how grief is experienced in Australia — especially across different communities, workplaces, and care settings. The survey will help build a more inclusive and informed understanding of grief nationwide.

### 3. Every voice matters

Whether you've experienced grief personally, supported someone through loss, or work in a setting where grief shows up — your insights are valuable. The more stories we gather, the better we can shape support for everyone.

## 6. Downloadable assets + QR code (zip file)

- **Flyer (A4 PDF)** – Display in workplaces, clinics, and community spaces
- **Let's Talk About Grief logo** – to use when creating your own posts
- **Social media tiles** – Landscape (Facebook/LinkedIn) and portrait (Instagram)
- **QR Code** – Scan to go straight to the survey landing page

Email [lainie@griefline.org.au](mailto:lainie@griefline.org.au) to request the zip file containing the downloadable assets be emailed to you.

## 7. Get involved online

- Follow Griefline on [Instagram](#), [Facebook](#), and [LinkedIn](#)
- Use the hashtags **#2025NationalGriefSurvey** and **#LetsTalkAboutGrief**
- Tag us so we can amplify your message

## 8. Contact information

For questions or to request tailored, co-branded materials, please contact:

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