

# COMMUNITY KIT

CHANGING SYSTEMS  
THROUGH STORYTELLING  
**BE THE CHANGE**



COMMON  
GROUND

# WELCOME!

Thank you for joining the journey to change systems through First Nations storytelling.

Your commitment to making change helps Common Ground reach more people with stories that inspire understanding, connection and change for future generations.

We've prepared this Community Kit to help you:

- Spark conversations grounded in truth and care
- Share powerful resources across your networks
- Explore ways to fundraise and advocate for systems change
- Feel confident with helpful tips and ideas for impact
- Gather your community to experience and reflect on First Nations stories

Thanks again for your solidarity – we're excited to see where you take it from here.

*THROUGHOUT THIS KIT WE REFER TO COMMON GROUND, BUT EVERYTHING SHARED HERE CAN BE USED TO SUPPORT ANY FIRST NATIONS ORGANISATION OR CAMPAIGN YOU CARE ABOUT. WE'RE ALL PART OF AN ECOSYSTEM WORKING TO SHIFT SYSTEMS TOGETHER – SO PLEASE TAKE WHAT'S USEFUL AND APPLY IT TO THE FIRST NATIONS-LED SOLUTIONS CLOSEST TO YOUR HEART.*



# What's inside

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# Who we are

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THIS SECTION PROVIDES BACKGROUND ON WHO COMMON GROUND IS, OUR PROJECTS AND WORK, AND OUR IMPACT TO DATE. THANK YOU FOR YOUR SUPPORT TO SYSTEMS CHANGE THROUGH FIRST NATIONS STORYTELLING.

# WHO WE ARE

Common Ground is a First Nations not-for-profit and collective of First Nations people changing systems through storytelling.

As a 100% First Nations-led and operated organisation, we work on unique and impactful content and projects that centre First Nations storytellers and communities in innovative ways – bringing knowledge as old as time into new spaces.

Launching in 2019 as a small collection of curated and original content found on our website – we have continued to evolve as a place of storytelling and education, to create opportunities for First Nations people to their story, their way.

We combine approaches from publishing, education, advocacy and innovation to achieve cut-through and impact.

*Shaun Daniel Allen on Gadigal Land by Brendan Blacklock*



# OUR WORK

## STORYTELLER ARTICLES

Common Ground has worked with over 185 First Nations storytellers – backing them to tell their stories, their ways. Story themes vary from people to truth-telling to Country. Explore these powerful stories via the Common Ground website.



HERE'S A FEW COMMON GROUND PROJECTS YOU CAN BASE YOUR STORY SHARING ON.



Dreamy is a collection of mindful audio stories from the First Storytellers – Aboriginal and Torres Strait Islander people. These stories bring an age-old practice of oral storytelling into the digital space, helping people slow down and connect to Country.



## EDUCATION RESOURCES

To support safe and meaningful teaching about First Nations cultures, we've developed a suite of education resources created by First Nations educators. Each resource is mapped to the Australian Curriculum and designed to support learning at school, at home or in the workplace.



## FIRST NATIONS BEDTIME STORIES

First Nations Bedtime Stories brings stories as old as time into homes, classrooms and workplaces around the continent. Since 2019, we've backed communities to film stories from Noongar, Wiradjuri, Nyikina, Arrernte, Eastern Arrernte, Luritja, Warlpiri and Pitjantjatjara Nations.



# OUR IMPACT

Since 2019, we've reached many milestones along our journey to change systems through First Nations storytelling. Here's a snapshot of our impact so far.



*First Nations Bedtime Stories 2022 by Josh Howlett*

5

YEARS IN OPERATION

18

EDUCATION RESOURCES  
MAPPED TO CURRICULUM

185+

FIRST NATIONS PEOPLE  
ENGAGED IN OUR WORK

200+

STORIES PUBLISHED  
TO DATE

106k+

PEOPLE IN OUR  
ONLINE COMMUNITY

3M+

PEOPLE SEE OUR  
CONTENT ON AVERAGE



# Story sharing ideas

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THIS SECTION OFFERS IDEAS FOR GATHERING WITH COMMUNITY AND FUNDRAISING FOR SYSTEMS CHANGE – DESIGNED TO BE ADAPTED TO YOUR WORKPLACE, SCHOOL, HOME OR COMMUNITY. WHETHER YOU'VE GOT 10 MINUTES OR 10 HOURS, THERE'S SOMETHING HERE FOR EVERYONE.

# AT HOME

## DINNER PARTY FOR CHANGE

HOST A MEAL AND SHARE A STORY OR FILM FROM COMMON GROUND TO SPARK CONVERSATION.

- **TIP:** INCLUDE A QR CODE ON THE TABLE.
- **WHY IT WORKS:** BUILDS INTIMACY AND BRINGS VALUES INTO EVERYDAY MOMENTS.

## WALK OR RUN FOR STORYTELLING

SET A WALKING GOAL OVER A MONTH AND ASK FOR DONATIONS AS YOU TRACK YOUR STEPS.

- **TIP:** SHARE REFLECTIONS ALONG THE WAY.
- **WHY IT WORKS:** COMBINES PERSONAL ACTION WITH COLLECTIVE IMPACT.

## GARAGE SALE OR LEMONADE STAND

SELL UNUSED ITEMS OR HOST A KIDS-LED STALL WITH PROCEEDS TO COMMON GROUND.

- **WHY IT WORKS:** LOW BARRIER TO ENTRY AND COMMUNITY-FRIENDLY.

## COMMUNITY IDEA: STORY FOR CHANGE CIRCLE

INVITE PEOPLE TO SHARE A STORY ABOUT WHAT THEY'VE LEARNED FROM COMMON GROUND.

- **TIP:** SHARE RESOURCES AHEAD OF TIME, BRING FOOD AND CREATE A SAFE SPACE.
- **WHY IT WORKS:** BUILDS LOCAL SOLIDARITY AROUND STORYTELLING AND TRUTH-TELLING.

# AT WORK

## LUNCH & LEARN

HOST A LUNCHTIME SESSION WHERE STAFF LISTEN TO A MINDFUL STORY FROM DREAMY AND FACILITATE A DISCUSSION.

- **TIP:** INCLUDE A QR CODE AND DONATION PITCH AT THE END.
- **WHY IT WORKS:** CREATES SPACE FOR LEARNING AND CONVERSATION IN A LOW-PRESSURE SETTING.

## TRUTH-TELLING JAR

SET UP A 'TRUTH-TELLING JAR' IN A COMMUNAL AREA. EVERY TIME SOMEONE LEARNS SOMETHING NEW FROM A COMMON GROUND ARTICLE, FILM OR STORY, THEY CAN POP A REFLECTION (ALONG WITH A COIN!) INTO THE JAR.

- **TIP:** SHARE REFLECTIONS AT THE END OF THE MONTH AND DONATE THE PROCEEDS.
- **WHY IT WORKS:** BUILDS CULTURE AND CONSISTENCY.

## MATCH GIVING

ASK YOUR WORKPLACE TO MATCH EMPLOYEE DONATIONS MADE TO COMMON GROUND DURING A WEEK/MONTH. A COUPLE OF TIMELY OPPORTUNITIES INCLUDE:

- NAIDOC WEEK.
- RECONCILIATION WEEK.

## COMMUNITY IDEA: FIRST NATIONS FILM NIGHT

SCREEN FIRST NATIONS BEDTIME STORIES IN YOUR COMMUNITY CENTRE.

- **TIP:** BEGIN WITH AN INTRO AND CLOSE WITH A GROUP YARN OR ACTIVITY.
- **WHY IT WORKS:** DEEPENS COLLECTIVE UNDERSTANDING AND ENCOURAGES OPEN DIALOGUE.

# AT SCHOOL

## POSTER EXHIBITION

STUDENTS CREATE POSTERS INSPIRED BY COMMON GROUND RESOURCES.

- **TIP:** HOST AN EXHIBITION FOR PARENTS, CARERS AND COMMUNITY MEMBERS WITH AN OPTIONAL GOLD COIN DONATION AT THE DOOR.
- **WHY IT WORKS:** CREATIVE EXPRESSION AND ENGAGEMENT WITH FIRST NATIONS STORYTELLING.

## READ, WATCH AND REFLECT CHALLENGE

STUDENTS OR CLASSES EXPLORE A MIX OF FIRST NATIONS STORIES AND FILMS ACROSS A WEEK.

- **TIP:** USE A PRINTABLE RESOURCE GUIDE TO PROMPT CONVERSATIONS
- **WHY IT WORKS:** ENCOURAGES DEEPER ENGAGEMENT AND CRITICAL THINKING.

## CASUAL CLOTHES DAY OR DISCO

HOST A THEMED DAY OR SCHOOL EVENT WITH GOLD COIN ENTRY DONATIONS.

- **WHY IT WORKS:** EASY TO RUN, FUN FOR STUDENTS AND ALWAYS POPULAR.

## COMMUNITY IDEA: HOST A TRIVIA NIGHT

HOST A CULTURAL TRIVIA NIGHT WITH QUESTIONS FROM FIRST NATIONS HISTORIES, LANGUAGES AND STORIES.

- **TIP:** INCLUDE PRIZES AND DONATION PROMPTS.
- **WHY IT WORKS:** COMBINES FUN AND LEARNING WITH EASY FUNDRAISING.

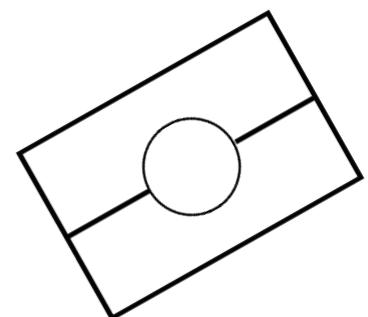


*Brenda Mau and son in Clothing the Gaps by Cole Baxter*

# HOST A WEAR YOUR VALUES TEE DAY

HOST A 'WEAR YOUR VALUES' DAY AT SCHOOL OR WORK, INSPIRED BY CLOTHING THE GAPS WHOSE TEES ARE PICTURED. ENCOURAGE PEOPLE TO WEAR CLOTHES FROM FIRST NATIONS BRANDS OR EVENTS AND DONATE TO PARTICIPATE. USE THE DAY TO SHARE ONE FIRST NATIONS BEDTIME STORIES EPISODE OR AN EDUCATIONAL RESOURCE.

SOME OTHER PLACES TO LOOK FOR FIRST NATIONS BRANDS INCLUDE MURRAN HUB, TRADING BLAK, NGURRBUL COLLECTION AND GAMMIN' THREADS.





# Getting started

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THIS SECTION OFFERS IDEAS STEPS ON SETTING UP A FUNDRAISER – INCLUDING SETTING GOALS, DECIDING WHEN, CHOOSING YOUR NETWORK AND WAYS TO TELL PEOPLE ABOUT IT.

# BACK TO BASICS

## 1. SET YOUR GOAL

Start by choosing a clear fundraising goal. \$200 is a great place to begin – once you hit it, you can always increase it and aim higher!

## 3. DECIDE WHEN TO FUNDRAISE

Selecting start and end dates helps drive when you should communicate with your network from launch to reaching your goal.

## 4. CHOOSE YOUR NETWORK

Think about where you'll focus your energy – at work, at school, with friends or family, or across your wider community. This can help shape your approach.

## 5. YOUR STORY

We've prepared ready-to-use messages to share with your network about why you're fundraising for Common Ground.

# SET UP A FUNDRAISER PAGE

WE INVITE YOU TO CREATE A CENTRAL HUB FOR YOUR FUNDRAISER USING RAISELY – A SIMPLE WAY TO COLLECT DONATIONS AND KEEP YOUR COMMUNITY UPDATED.

YOU CAN SET UP YOUR PAGE TO MAKE IT EASY FOR FRIENDS, FAMILY AND PEERS TO SUPPORT YOU AND HELP SPREAD THE WORD.

CLICK THIS BOX OR SCAN THE QR CODE TO VISIT OUR FUNDRAISE FOR SYSTEMS CHANGE WEBSITE. CLICK SIGN UP AND FOLLOW THE PROMPTS.



## TIP #1: WHEN TO FUNDRAISE

ANY TIME IS A GOOD TIME TO SUPPORT CHANGING SYSTEMS THROUGH STORYELLING! CHECK OUT OUR [LIST OF SIGNIFICANT FIRST NATIONS DATES FOR IDEAS.](#)

## TIP #2: BE THE FIRST TO DONATE

JUMPSTART YOUR CAMPAIGN BY BEING THE FIRST TO DONATE. SHOWING YOU'RE NOT ONLY A SUPPORTER BUT ALSO A DONOR WILL ENCOURAGE YOUR NETWORK TO GIVE.

## TIP #3: FRIENDS AND FAMILY

REACH OUT TO A FEW CLOSE FRIENDS AND FAMILY MEMBERS WHEN YOU FIRST LAUNCH YOUR FUNDRAISER. AS THEY ARE MORE LIKELY TO DONATE, THEIR EARLY SUPPORT WILL BUILD MOMENTUM.



*Creators Circle and Common Ground team members at Uluru 2024*



# Ready-to-go messages

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# HOSTING AN EVENT

## EMAIL

### SUBJECT LINE:

Let's support changing systems through storytelling together!

### BODY:

Hey [name],

I hope this finds you well.

I've got great news! This month I'm supporting Common Ground in their journey to change systems through First Nations storytelling by hosting [event and date/s].

Join me in solidarity to make an even bigger impact in this movement to improve our society for future generations.

[Insert call to action for your network to RSVP or sign up for your event].

Please consider forwarding this email to your friends and family to get the word out.

Thanks so much for your support.

Kind regards,  
[your name]



## SOCIAL MEDIA

Hey friends and family – this month I'm supporting Common Ground in their journey to change systems through First Nations storytelling by hosting [event and date/s].

Join me in solidarity to make an even bigger impact in this movement to improve our society for future generations.

[insert call to action for your network to RSVP or sign up for your event].

#CommonGroundFN #SystemsChange #FirstNationsStories



CLICK THIS BOX OR SCAN QR  
CODE TO FIND THIS IN THE SOCIAL  
MEDIA PACK.



# FUNDRAISING MESSAGE 1: CAMPAIGN LAUNCH EMAIL

## SUBJECT LINE:

Let's raise funds together for First Nations storytelling

## BODY:

Hey [name],

I hope this finds you well. I've got great news! I've signed up to support Common Ground and could really use your help. Through this, I have committed to raising **[\$goal]** which will contribute to changing systems through First Nations storytelling.

Your support allows Common Ground to commission stories, host capacity-building workshops, distribute storytelling grants, create classroom resources and record stories and language for future generations. Find out more via my fundraiser: [\[link\]](#).

If you want to make an even bigger impact, you can sign up as a supporter and create a fundraiser [\[link to campaign landing page\]](#) of your own.

Can't donate? Please consider forwarding this email to your friends and family to get the word out.

Thanks for your support and kind regards,

Kind regards,  
[your name]



## SOCIAL MEDIA

Hey friends and family – I've signed up to support Common Ground in their journey to change systems through First Nations storytelling by hosting a fundraiser.

Join me in solidarity to make an impact in this movement to improve our society for future generations and donate via [\[link\]](#).

Common Ground is a First Nations not-for-profit and collective of First Nations people changing systems through storytelling.

#CommonGroundFN #SystemsChange #FirstNationsStories



CLICK THIS  
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MEDIA PACK.



# FUNDRAISING MESSAGE 2: GENERAL

## EMAIL

### SUBJECT LINE:

Calling for your support to make an impact!

### BODY:

Hey [name],

Following on from my previous email, you may be aware that I've signed up to support Common Ground.

I've committed to raising **[goal amount]** which will contribute to changing systems through First Nations storytelling, working towards a lasting impact for future generations.

Every donation, large or small, makes a difference. Find out all about donating via my fundraising page: [\[link\]](#).

If you can't donate, please consider forwarding this email to your friends and family to get the word out.

Thank you and talk soon,

Kind regards,  
[your name]

## SOCIAL MEDIA

I'm excited to be supporting Common Ground in their journey to change systems through First Nations storytelling. And now I'm calling for your support!

Part of this is to reach my goal to contribute to making an impact. Donate and join me in solidarity in this movement to improve our society for future generations.

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#CommonGroundFN #SystemsChange #FirstNationsStories



CLICK THIS  
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# FUNDRAISING MESSAGE 3: MID-WAY

## EMAIL

### SUBJECT LINE:

We're half-way there!

### BODY

Hey [name],

I've got great news – I'm halfway to reaching my personal fundraising goal of **[goal amount]** for Common Ground!

All the funds raised will help Common Ground on their journey to change systems through First Nations storytelling.

Will you join me in solidarity in this movement and help get all the way there? If you can, please consider donating via [\[link\]](#).

If Common Ground's mission is near and dear to your heart, like it is mine, you may also wish to consider becoming a supporter and starting your own fundraiser to help them reach their goal more quickly.

Thank you so much,  
[your name]



## SOCIAL MEDIA

We're halfway to meeting my fundraising goal to help Common Ground in changing systems through First Nations storytelling!

Join me in solidarity in this movement and help get all the way there and share or donate today.

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#CommonGroundFN #SystemsChange #FirstNationsStories



# FUNDRAISING MESSAGE 4: LAST PUSH

## EMAIL

### SUBJECT LINE:

I'm close to my goal – will you help me reach it?

### BODY

Hey [name],

Incredibly excited to share that I'm close to reaching my goal for Common Ground to help on their journey to change systems through First Nations storytelling!

With only [\$xx] away from reaching my fundraising goal, now is the time to donate if you haven't already.

If you've already donated, consider one more gift: share with your family, friends, and social networks. Imagine how much more we can achieve if we do it together.

Join me in solidarity in this movement.

Kind regards,  
[your name]

## SOCIAL MEDIA

I'm getting close to my goal to help Common Ground on its journey to change systems through First Nations storytelling!

There's only one day left and I need your help. Join me in solidarity in this movement and share or donate now. Every contribution, no matter how big or small counts.

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#CommonGroundFN #SystemsChange #FirstNationsStories



CLICK THIS  
BOX OR SCAN  
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# FUNDRAISING MESSAGE 5: GOAL REACHED

## EMAIL TO SUPPORTERS

### SUBJECT LINE:

Thank you so much – we did it!

### BODY

Hey [name],

With your help and support, I raised [\$xx] for Common Ground! I can't thank you enough.

This will contribute to Common Ground's journey to change systems through First Nations storytelling which is incredibly important for future generations.

Your contribution is greatly appreciated by me and many more.

I hope we can continue to help organisations including Common Ground reach their fundraising goals. Change happens one person at a time and I'm happy we were able to make a difference together.

Until next time,  
[your name]



## SOCIAL MEDIA

We did it! Thank you all who helped me reach my fundraising goal of [\$xx] for Common Ground in changing systems through First Nations storytelling.

Change happens one person at a time, so I'm thrilled and we were able to make a difference together.

Let's continue to support the important work of Common Ground as the work doesn't stop there.

#CommonGroundFN #SystemsChange #FirstNationsStories





THANK YOU FOR YOUR  
SOLIDARITY AND  
JOINING OUR JOURNEY!  
EVERYTHING RAISED OR  
SHARED CONTRIBUTES  
TO CHANGING SYSTEMS  
THROUGH STORYTELLING.

# CONTACT US

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Facebook	<a href="https://www.facebook.com/commongroundfirstnations">@commongroundfirstnations</a>



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Changing systems through storytelling. We acknowledge all First Peoples of this land and celebrate their enduring connections to Country and stories. We pay our respects to Elders and Ancestors who watch over us and guide Aboriginal and Torres Strait Islander community. © Common Ground 2025.