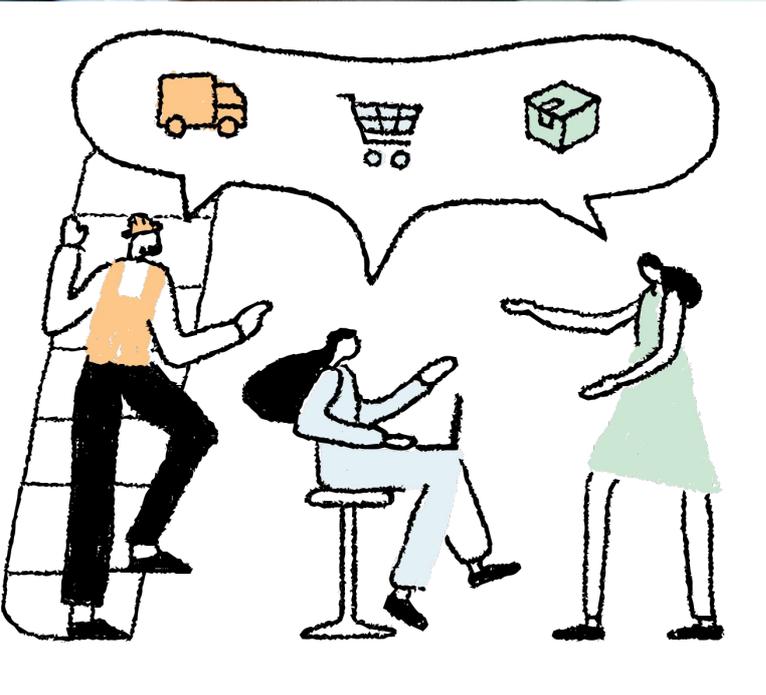




# Project Spirit



## Relationship Partner Toolkit

July 2020

Supported by



# Project Spirit has just launched in Australia and we're inviting your network to be first to try it.

Project Spirit is a new online community for all businesses operating in Australia to make connections and share capacity, skills and resources. It's what businesses need right now to help them recover from the challenges of COVID-19.

## Project Spirit is:

- A marketplace where businesses can browse and post specific offers or requests for assets, resources or expertise; and connect with other businesses
- a tools and resources hub to help people analyse their business and identify challenges and new opportunities
- a curated library of inspiring stories from business owners who have successfully reinvented their business

Project Spirit will help businesses identify new opportunities to work together, use underutilised assets, reinvent or scale up to meet demand. It will deliver opportunities to partner and strengthen their businesses through and beyond COVID-19.

## Here's how you can share Project Spirit with your network:

- 1) Choose how you want to share this information**  
This may be an eDM, or a social post to your networks, or both! You can also share our post on Facebook, retweet on Twitter, share on LinkedIn, and repost on Instagram.
- 2) Choose suitable images and copy for your post**  
Check out the sample copy we've created that might suit your audience on the following pages of **Partner Assets**. Remember to always link to the main website at **[www.projectspirit.com.au](http://www.projectspirit.com.au)** and tag in #ProjectSpirit. Feel free to email **[kaitlin.moore@pwc.com](mailto:kaitlin.moore@pwc.com)** if you need GIF/MOV files.
- 3) Spread the word!**  
Share far and wide with your networks and let us know if you get any feedback for us. Please share any feedback with us **[here](#)**, or if you have any other questions you can send them to **[kaitlin.moore@pwc.com](mailto:kaitlin.moore@pwc.com)**

## Further Resources

- Project Spirit **[Official Website](#)**
- Project Spirit **[media release](#)**
- **[Partner Assets & Copy for sharing](#)**
- Read a two-page overview of Project Spirit (attached)
- Watch the **[Project Spirit video](#)** on YouTube

# If you need some inspiration, here is how others are talking about **Project Spirit**. Feel free to reshare or post your own.

## Twitter

[PWC](#) | [Salesforce](#) | [Google](#)



## Facebook

[PWC](#) | [Salesforce](#) | [Google](#)

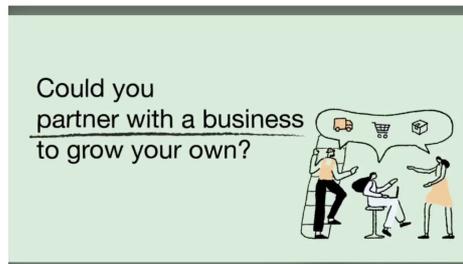


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Shift your business today with Project Spirit



## Media Coverage

[Business Insider](#)



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