Social Media Christmas Copy
- 2026 –

Note:

Facebook word limit - 60k plus characters
Desktop feed: ~477 characters visible before “See more”
Mobile feed: ~125–200 characters visible

Instagram word limit - 2,200 characters, which is roughly 300–350 words, and only the first ~125 characters show before the “...more” cutoff.

20 November Gift Giving Trees Launch

Facebook

Desktop – Before “See more”

Share the aroha this Christmas. Donate a new, unwrapped gift to Aviva’s Christmas Gift Room between 20 November and 11 December, and bring joy to someone living in Canterbury recovering from violence.

188 characters | 31 words

Desktop – After “See more”

✨ Remember the magic of Christmas as a child? The excitement of waiting, the sound of wrapping paper tearing, and the thrill of opening a gift picked just for you?

For a child in a whānau recovering from violence, Christmas can arrive at an especially hard time. When money is stretched, presents can feel out of reach. You can bring a moment of delight to that child’s Christmas — a chance to play, imagine and simply be a child. 🧸

Gifts are about more than the present itself; they create moments of pure joy that are shared with the whole whānau. One of our family violence kaimahi shared this moving story: 💬

"Overwhelmed with gratitude, the mother shared that she hadn't been able to afford Christmas this year due to the financial strain of leaving an abusive relationship. These gifts are a lifeline; she now has something special to give her children. Instead of the used - and often broken - hand-me-downs they are used to, the kids will experience the joy of unwrapping brand-new toys at Christmas."

Will you help bring that joy to a child this Christmas? Donate a **new, unwrapped and age-appropriate gift** to Aviva’s Christmas Gift Room. 🎁

🗓️ To allow time for sorting and distribution, **please deliver gifts by 11 December** to your nearest giving tree or our Amuri Park offices.

🎄 Giving Trees: Westpac Amberley, Barrington, Papanui, Rangiora and Riccarton, or The Papanui Club.

📍 Or drop off at Aviva, Unit 4, Amuri Park, 25 Churchill Street, Christchurch. Mon–Fri, 9am–4pm.

🤝 Want to run your own Christmas gift drive?
Contact Aviva's fundraising team at sammym@aviva.org.nz or community@aviva.org.nz

Last year, the kindness of our community meant Aviva could provide gifts and food support to more than 700 whānau across Canterbury. This year, your gift can give a child the thrill of receiving something special — and show their whānau that a caring community stands beside them. 💛

1891 characters | 322 words

Instagram

Before "...more" (first ~125 characters)

Share the aroha this Christmas. Donate a new, unwrapped gift to Aviva's Christmas Gift Room, 20 Nov–11 Dec.

104 characters | 18 words

After "...more"

Remember the magic of Christmas as a child? The excitement of waiting, the sound of wrapping paper tearing, the thrill of opening a gift picked just for you.

For a child in a whānau recovering from violence, Christmas can arrive at an especially hard time. When money is stretched, presents can feel out of reach.

One of our family violence kaimahi shared: "Overwhelmed with gratitude, the mother shared that she hadn't been able to afford Christmas. These gifts are a lifeline. Instead of used, often broken hand-me-downs, her kids will unwrap brand-new toys."

Will you help bring that joy to a child? Donate a **new, unwrapped and age-appropriate gift** to Aviva's Christmas Gift Room. Please deliver gifts by **11 December** so we have time for sorting and distribution.

🎄 Giving Trees: Westpac Amberley, Barrington, Papanui, Rangiora and Riccarton, or The Papanui Club.

📍 Or drop off at Aviva, Unit 4, Amuri Park, 25 Churchill Street, Christchurch. Mon–Fri, 9am–4pm.

Last year, our community helped Aviva provide gifts and food support to more than 700 whānau across Canterbury. Thank you for standing beside them. 💛

Want to run your own Christmas gift drive? Email sammym@aviva.org.nz or community@aviva.org.nz

Total caption: 1314 characters | 214 words

27 November Black Friday / Xmas Countdown 14 Days Left

Facebook

Desktop – Before "See more"

🎁 14 days to go! This Black Friday, add one extra gift to your trolley for someone in Canterbury recovering from violence. Donate it to Aviva's Christmas Gift Room by 11 December.

177 characters | 34 words

Desktop – After "See more"

Black Friday is a great time to find a bargain, and an even better time to share some joy. 🛍️

A new, unwrapped and age-appropriate gift, like a book, a game or a toy, can make Christmas feel special for a child whose whānau is recovering from violence.

Last year, our community's kindness helped Aviva provide gifts and food support to more than 700 whānau across Canterbury. With 14 days to go, every gift makes a difference. 💛

🗓️ Please deliver gifts by 11 December to a Giving Tree or Aviva's Amuri Park offices (Unit 4, 25 Churchill Street, Christchurch, Mon–Fri, 9am–4pm).

🎄 Giving Trees: Westpac Amberley, Barrington, Papanui, Rangiora and Riccarton, or The Papanui Club.

675 characters | 117 words

Instagram

Before "...more" (first ~125 characters)

🎁 14 days to go! Add an extra gift to your Black Friday haul for someone recovering from violence.

81 characters | 19 words

After "...more"

Black Friday is a great time to find a bargain, and an even better time to share some joy. 🛍️

Donate a new, unwrapped and age-appropriate gift to Aviva's Christmas Gift Room, like a book, a game or a toy, to make Christmas special for someone recovering from violence.

Last year, our community helped Aviva provide gifts and food support to more than 700 whānau across Canterbury. With 14 days to go, every gift counts. 💛

📍 Drop gifts by 11 December at a Giving Tree (Westpac Amberley, Barrington, Papanui, Rangiora, Riccarton or The Papanui Club) or Aviva, Unit 4, Amuri Park, 25 Churchill Street, Christchurch. Mon–Fri, 9am–4pm.

#AvivaChristmas #ChristmasGiftRoom #GiftGivingTrees #Christchurch #BlackFriday

Total caption: 802 characters | 137 words

30 November Cyber Monday

Facebook

Desktop – Before “See more”

💻 Shopping online today? Add a gift for Aviva’s Christmas Gift Room to your cart. Choose something new for someone recovering from violence, then drop it at a Giving Tree by 11 December.

186 characters | 34 words

Desktop – After “See more”

Cyber Monday is the perfect chance to find a gift with just a few clicks. 🛒

Choose a new, unwrapped and age-appropriate gift, such as a book, a game or a toy, and bring it to a Giving Tree. For someone recovering from violence, it could be the highlight of their Christmas.

With 11 days left, there’s still plenty of time to help Aviva bring joy to whānau living in Canterbury this Christmas. 💛

🗓️ Please deliver gifts by 11 December to a Giving Tree or Aviva’s Amuri Park offices (Unit 4, 25 Churchill Street, Christchurch, Mon–Fri, 9am–4pm).

🎄 Giving Trees: Westpac Amberley, Barrington, Papanui, Rangiora and Riccarton, or The Papanui Club.

650 characters | 116 words

Instagram

Before “...more” (first ~125 characters)

💻 Shopping online today? Add a gift for someone recovering from violence to your cart this Cyber Monday!

87 characters | 18 words

After “...more”

Cyber Monday is the perfect chance to find a gift with just a few clicks. 🛒

Choose a new, unwrapped and age-appropriate gift, like a book, a game or a toy, then drop it at a Giving Tree to bring joy to someone recovering from violence in Canterbury.

11 days left to help Aviva’s Christmas Gift Room. 💛

📍 Drop gifts by 11 December at a Giving Tree (Westpac Amberley, Barrington, Papanui, Rangiora, Riccarton or The Papanui Club) or Aviva, Unit 4, Amuri Park, 25 Churchill Street, Christchurch. Mon–Fri, 9am–4pm.

#AvivaChristmas #ChristmasGiftRoom #GiftGivingTrees #Christchurch #CyberMonday

Total caption: 692 characters | 118 words

1 December Gift Giving Tuesday

Facebook

Desktop – Before "See more"

💛 It's Giving Tuesday! Today, choose generosity. Donate a new, unwrapped gift to Aviva's Christmas Gift Room and help someone recovering from violence feel the joy of Christmas.

189 characters | 32 words

Desktop – After "See more"

Giving Tuesday is a reminder of what our community can do together. 🌟

When money is tight, gifts can feel out of reach. Your kindness can help a child enjoy a moment of delight at Christmas: a chance to play, imagine and simply be a child.

Last year, our community helped Aviva provide gifts and food support to more than 700 whānau. Thank you for standing beside them. 💛

🗓️ Please deliver gifts by 11 December to a Giving Tree or Aviva's Amuri Park offices (Unit 4, 25 Churchill Street, Christchurch, Mon–Fri, 9am–4pm).

🎄 Giving Trees: Westpac Amberley, Barrington, Papanui, Rangiora and Riccarton, or The Papanui Club.

619 characters | 107 words

Instagram

Before "...more" (first ~125 characters)

💛 It's Giving Tuesday! Choose generosity and donate a gift to Aviva's Christmas Gift Room.

90 characters | 15 words

After "...more"

Giving Tuesday is a reminder of what our community can do together. 🌟

When money is tight, gifts can feel out of reach. A new, unwrapped and age-appropriate gift can give a child in a whānau recovering from violence a precious, joyful memory this Christmas.

Last year, our community helped Aviva support more than 700 whānau across Canterbury. Thank you! 💛

📍 Drop gifts by 11 December at a Giving Tree (Westpac Amberley, Barrington, Papanui, Rangiora, Riccarton or The Papanui Club) or Aviva, Unit 4, Amuri Park, 25 Churchill Street, Christchurch. Mon–Fri, 9am–4pm.

#AvivaChristmas #ChristmasGiftRoom #GiftGivingTrees #Christchurch #GivingTuesday

Total caption: 711 characters | 111 words

4 December Xmas Countdown – 7 Days Left

Facebook

Desktop – Before "See more"

⏰ One week to go! Gifts for Aviva's Christmas Gift Room need to be delivered by 11 December. There's still time to bring joy to someone recovering from violence.

173 characters | 33 words

Desktop – After "See more"

The countdown is on! 🎄 Every new, unwrapped and age-appropriate gift helps someone recovering from violence feel seen, special and cared for this Christmas.

A book to get lost in, a game to share, or a toy to spark their imagination could become something treasured.

Can you pick up one more gift this week? Thank you for your kindness. 💛

🗓️ Please deliver gifts by 11 December to a Giving Tree or Aviva's Amuri Park offices (Unit 4, 25 Churchill Street, Christchurch, Mon–Fri, 9am–4pm).

🎄 Giving Trees: Westpac Amberley, Barrington, Papanui, Rangiora and Riccarton, or The Papanui Club.

615 characters | 105 words

Instagram

Before "...more" (first ~125 characters)

⏰ One week to go! Deliver your gift to Aviva's Christmas Gift Room by 11 December.

82 characters | 16 words

After "...more"

The countdown is on! 🎄 A new, unwrapped and age-appropriate gift can help someone recovering from violence feel special this Christmas.

A book, a game or a toy could become something treasured.

Can you pick up one more gift this week? Thank you! 💛

📍 Drop gifts by 11 December at a Giving Tree (Westpac Amberley, Barrington, Papanui, Rangiora, Riccarton or The Papanui Club) or Aviva, Unit 4, Amuri Park, 25 Churchill Street, Christchurch. Mon–Fri, 9am–4pm.

#AvivaChristmas #ChristmasGiftRoom #GiftGivingTrees #Christchurch #7DaysToGo

Total caption: 628 characters | 101 words

10 December Xmas Countdown – 1 Day Left

Facebook

Desktop – Before “See more”

🎅 Last call! Tomorrow, 11 December, is the final day to deliver gifts to Aviva’s Christmas Gift Room. Drop a new, unwrapped gift at a Giving Tree today to help someone recovering from violence.

176 characters | 34 words

Desktop – After “See more”

Only 1 day left! ⏳ Your gift could be the one that makes a child’s Christmas morning.

A new, unwrapped and age-appropriate gift, such as a book, a game or a toy, helps someone recovering from violence enjoy the delight of Christmas.

Thank you to everyone who has already given. Your kindness means a caring community is alongside these whānau. 💛

🗓️ Final day to deliver gifts is tomorrow, 11 December, to a Giving Tree or Aviva’s Amuri Park offices (Unit 4, 25 Churchill Street, Christchurch, Mon–Fri, 9am–4pm).

🎄 Giving Trees: Westpac Amberley, Barrington, Papanui, Rangiora and Riccarton, or The Papanui Club.

639 characters | 109 words

Instagram

Before “…more” (first ~125 characters)

🎅 Last call! Tomorrow, 11 December, is the final day to deliver gifts to Aviva’s Christmas Gift Room.

101 characters | 18 words

After “…more”

Only 1 day left! ⏳ Your gift could be the one that makes a child’s Christmas morning.

A new, unwrapped and age-appropriate gift helps someone recovering from violence enjoy the delight of Christmas.

Thank you to everyone who has already given. 💛

🎈 Drop gifts by 11 December at a Giving Tree (Westpac Amberley, Barrington, Papanui, Rangiora, Riccarton or The Papanui Club) or Aviva, Unit 4, Amuri Park, 25 Churchill Street, Christchurch. Mon–Fri, 9am–4pm.

#AvivaChristmas #ChristmasGiftRoom #GiftGivingTrees #Christchurch #LastCall

Total caption: 644 characters | 101 words