



St John

Here for Life



St John Heart of Gold Toolkit.

**Your guide to our
2018 Annual Appeal.**

ASB



This year, we're asking kiwis to have a 'Heart of Gold'.

Our Annual Appeal captures the spirit of what St John is all about – having a heart, helping people in need and contributing to our many communities.

We want to reach out to all New Zealanders and bring people together in support of St John, so that we can continue to be there when we're needed. It's a heartfelt mission that we are truly passionate about, and we look forward to having a positive message that motivates people to support us on the journey!

Golden tip:

Enjoy yourself

Choose a **fun** fundraising activity that you will enjoy. If you're having a great time, the people around you are more likely to donate.

What you help us to do.



74,824
Health Shuttle
trips



1,259
people received regular
phone calls from Caring Callers



389,350
emergency incidents attended by
St John in the year 2016/2017



469,850
patients treated and/or transported
by ambulance officers

Why we need you on board.

It's simple – we need *your* support so that we can continue to offer our support. People recognise us for our ambulance service, which treats and transports over 469,850 people every year, but your contribution allows us to provide so much more.

It's your generosity that helps us teach young people first aid, health care and leadership skills through our Youth programme so that they can feel confident and safe.

It's your contribution that allows us to fuel 74,824 Health Shuttle trips, provide 800 volunteers who comfort friends and family in hospitals and enable 1,259 people to receive regular phone calls from Caring Callers.

We are a charity, and the important work we do is only made possible with your support which we are extremely grateful for – thank you!

Your toolkit

Every contribution you make counts, from small gestures to big ones. We've put together this toolkit to make it easier for you to show us your 'heart of gold'. Inside you'll find plenty of ideas and tips to help you prepare for your event. If you have any questions please don't hesitate to contact your local Fundraising Team (see page 15 for contact details).

**Thank you for
choosing to make
a difference!**

What you help us to do:

5,712 Events serviced

389,350 Emergency incidents attended

469,850 Patients treated and/or transported by ambulance officers

865 Caring Caller volunteers who volunteer their time to call clients

74,824 Health Shuttle trips – taking people to medical appointments who, without St John, may not be able to get there

6,337 Youth members (Penguins & Cadets, under the age of 18) who have developed first aid, healthcare, leadership and life skills

506,290 111 emergency calls for an ambulance

82,143 People trained in first aid

132,092 Children who participated in the ASB St John in Schools programme

(July 2016-June 2017)



Golden tip:

Keep it simple

Often the simplest fundraising activities gain the most support. Be realistic; choose a project which suits you and the people you're collaborating with.

Getting started in 5 easy steps.

Step 1

Choose a fundraising activity or event that you'll enjoy. If you're having a good time and believe in what you're doing, the people around you are more likely to donate to your efforts. Feeling stuck for an idea? Have a look at our fundraising ideas and tips pages for some inspiration, or email heartofgold@stjohn.org.nz – we'd love to help!

Step 2

The next thing to think about is when to have your event. Annual Appeal week is 2–8 April 2018 but you can host your fundraising event anytime in April. Make sure you give yourself enough time to plan and organise your event.

Step 3

If you're planning an event, you'll need to choose a location, check whether it's available and if you can get it free of charge. Investigate whether the venue is an appropriate size and if it's wheelchair accessible. You'll need to consider things such as

catering facilities (if you need them), parking, wet-weather options, council permits and audio-visual equipment.

Step 4

Now it's time to think about the people you want to get involved!

- Decide who you're going to invite or ask to sponsor you – don't be shy! You'll be surprised who decides to lend you support.
- Think of ways to tell people what you're doing and give them lots of notice.
- Let people know why you are fundraising for St John Annual Appeal – keep it simple and engaging.
- Find out who could donate auction/raffle prizes.

Step 5

Make sure you've covered all the angles.

- Do you need a contingency plan?
- What are the risks associated with

your event (i.e. injury, image/reputation, financial loss)? Make a plan to reduce or eliminate these risks.

- Work backwards from the date of your event.
- Make sure you promote the event online. Upload your pictures to Facebook and tag us @StJohnNewZealand or send your pictures and stories to heartofgold@stjohn.org.nz
- Finalise what tasks need to be completed, when and by whom.

Step 6

- Thank your donors post-event. It's extremely important to thank your donors after the event and share your day(s) and all your effort. Share your photos and stories of your journey and show how their support has made a difference.

Be inspired to fundraise.

Remember to make sure all your fundraising is safe, legal and fun! If you're in doubt or have any questions at all please get in touch with us – we're happy to help.



Balloon pop

In this variation of a traditional raffle team members collect prizes as well as donate their own goods or services as prizes. Before filling a balloon with helium, put a note inside with the name of a prize. People donate \$2 to buy a balloon and pop it to find out what they have won.

Book sale

Dust those bookshelves and have a book sale for donations.

Bowl away

Go bowling with friends and collect donations.

Brown bag lunch day

Everyone brings their own lunch and donates the money they would have spent.

Change jar

Keep a change jar in high traffic areas like staff rooms etc.

Charity dinner

Organise a dinner where people pay for table tickets, dress up, eat and dance the night away. Include activities such as a silent auction or raffles.

Children's drawing contest

Give colleagues a photograph of a director, CEO, principal, or local celebrity to take home to their children to draw. Ask for a \$5 donation entry fee and have people vote for the best drawing by paying per vote. Give prizes for all participants. Display winning portraits for all to see.

Colouring-in competition

Invite kids to participate in a heart-shaped colouring-in competition. See page 10 for colouring-in sheets.

Contact local news

Talk with your local community newspaper and ask them to feature you and mention your fundraising efforts.

Craft fairs

Have a craft table with items for sale at festivals, markets etc.

Dance

Host a dance – party, disco, themed party or dance for senior citizens.

Auction a picnic

Assemble everyone together in your staff room, cafeteria or other general meeting area and auction off a picnic lunch.

Auction a prime parking space at work BBQ lunches

Prepare bbq lunches for a donation.

Baby picture match

Invite employees to try their luck matching baby and/or pet pictures of team members or colleagues. Ask employees for a \$2 donation per vote.

Dinners, dinners, dinners

Spaghetti dinners, gourmet feasts and more. Throw a dinner party and charge your guests a \$10 donation to attend.

Disco night

Hold a Disco night at your local hall or community centre. Charge a door fee.

Draws

Hold draws for donated items from local businesses (e.g. dinner for two, movie tickets etc). Entry into the draw is by way of donation.

Fish for a prize

Set up a booth that looks like a pond with poles, etc; with prizes floating in it and charge \$1 to fish for a prize.

Golden tip:

Share your heart of gold.

Upload your pictures to Facebook and tag us @StJohnNewZealand or send your pictures and stories to heartofgold@stjohn.org.nz

Send in your pictures and stories to heartofgold@stjohn.org.nz

Fun day!

Hold a car wash, garage sale, raffle, bake sale, plant sale and craft fair all on the same afternoon. Promote it all over town and pick a high traffic area.

Garage sale

All profits benefit St John. Advertise the garage sale in your local paper.

Girls night in

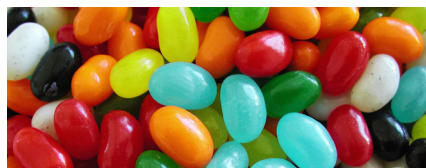
Invite your girlfriends to a girls night in. Watch movies and give each other beauty treatments and what they would spend on a night out they can donate.

Gold facepainting

Supply school with gold face paint for a special 'Students Go Gold' fundraising day.

Golf outing

Teams of four. Use a public course, serve lunch and have prizes.



Guess the jelly beans in the jar

Fill a jar with jelly beans, count how many are in the jar as you fill. Ask people for a dollar to write down how many jelly beans they think are in the jar. Closest guess wins the jar!

Host a pop-up shop

Clear the clutter and raise money by selling your unwanted goods.

Ice cream social

Have ice-cream and toppings donated. For a donation, give bowls and spoons to attendees and let them create!

Jog-a-thon

Organise a mini jog-o-thon in your local community or at work during lunch break.

Light it up

Talk to your local council to light up buildings in gold for Annual Appeal week.

Long table/street party

Invite every house in your street to bring a shared plate and a donation. Organise closing the street (check with your local council if permits are needed), set up tables and get to know your community! Use the elements in our toolkit to decorate and create awareness for the appeal.

Lunch time golf-putt

Set up your own putt-putt course at work. Ask for a donation to play and award a winner.

Move for the cause

Host a fun walk/run or cycle wearing gold or yellow on a course you set (plan it well in advance)! Ask people to sponsor you for every km or donate a lump sum to keep you going.

Paint your nails gold

Create buzz on social media – paint your nails gold and show your support of St John.

Pancake breakfasts

Whip up pancake breakfasts and sell to friends, family and colleagues for a donation.

Party

Host a party. Invite close friends to dinner or brunch and ask for a donation. Ask them to match their donation to the amount they spent last Saturday night. Dinner and a movie? \$60 donation. Cocktails and dancing? \$30 donation. Pizza and video? \$15 donation.



Pies

Find which fruit is in season and bake delicious pies for a donation!

Pot luck lunch

Schedule a pot luck lunch at work. Ask for donations from colleagues equal

to or more than what they would have spent at a restaurant for lunch.

Quilts

Make a quilt and raffle it.

Quiz evening

Invite team entries into a fun night of questions and answers with prizes for the winners.

Raffle

A simple, easy way to raise money. Gift baskets, vouchers, rugby match tickets, airline tickets, rental car weekends, rounds of golf, dance lessons, a makeover, a massage, baby basket, plants, a vacation day etc etc...

Rec room bingo

Make your living room a bingo hall and invite the neighbours. Ask for a \$10 donation to play. Get prizes donated for the winners.

Sausage sizzle

Hold a BBQ or sausage sizzle at an event, charge a fee.

School carnivals

Hold a school carnival / fair to raise funds.

Sports challenges

Set up challenge matches between individuals or departments for bowling, tennis, softball or other sports. Charge an entry and admission fee.

Story time reading

Have a story time reading for kids for a donation.

Vending machines

Coordinate with your vendor to add \$1 to the cost of a snack or soft drink with the extra money going to St John Heart of Gold Annual Appeal.

Water balloon challenge

All your supporters can throw water balloons post-fundraising event... for a donation of course.

Supporters in action – how people like you make a difference.

Mark Kerr

Since reading Geoff Chapple's book 'Terrain' about the Te Araroa trail, I have wanted to walk the length of New Zealand.

In December 2016 at the age of 47 I suddenly had a strong and clear realization that I had been putting off a 'bucket list' experience and the only one that could change that was myself. So I handed in my resignation and told as many friends and family as possible that I would be off walking the country.

I chose to fundraise for St John because I believe, at some stage in everyone's lives, the services of St John will touch them or people close to them. And then I learnt that St John is a charity, they need to raise a lot of money, and there's an enormous volunteer network throughout the country that is keeping the operation going. My initial goal was to raise \$3,500 – the cost of one First Response Kit which is used by all Ambulance Officers and contains

essential equipment for patient treatment. When I reached over \$3,500 in donations before I had even left the South Island, I decided to keep the momentum going as I walked the North island too!

It was a fantastic experience meeting St John members and volunteers as I stopped in at various Ambulance stations across the length of the country. Everyone was so supportive of what I was doing but for me it doesn't compare, these are the people that are out there volunteering and providing this incredible service for New Zealanders.

"Mark Kerr walked the length of the country for St John, starting at Bluff and finishing at Cape Reinga. With an initial fundraising target of \$3,500, Mark went above and beyond raising over \$8,500. Mark continues to support St John, recently volunteering to help out with the fundraising team at the Auckland marathon 2017 and we couldn't be more grateful for his support."



What's inside an ambulance?

Fundraising raises money for ambulances and other life saving equipment. Here are some of the things you are contributing to!



Lifepak 15

Lifepak 15 (a Cardiac Debrillator), is a crucial piece of equipment in any frontline vehicle. It allows the ambulance officer to provide an electric shock, or defibrillation to the heart. This shock allows the heart's normal electrical cycle to start up again.



First Response Pack

A First Response Pack is used by all ambulance officers and contains essential equipment required for patient treatment.



Stryker Stretcher

The Stryker Stretcher lowers to different levels and assists lifting to make it easier to load the patient into the ambulance.



Handheld Radios

Handheld radios allow ambulance officers to communicate with each other, when attending an incident. They also help Officers communicate with the Clinical Control Centre.



Radio Unit

The Mobile Radio Unit allows ambulance officers to communicate with the Clinical Control Centre and hospitals to advise on a patient's condition.



Suction Unit

A Suction Unit is used to clear airways of blood, saliva or vomit, which may prevent the patient from breathing.



Entonox Regulator

The Entonox Regulator ensures supply of Entonox to patients, which provides pain-relief.



Supporters in action.

Casebrook Intermediate

"Every year at Casebrook Intermediate our student leadership team organises an appeal day for a selected charity or cause. Our student leadership team wanted to organise a fundraiser that was fun, colourful and creative. They came up with a mufti day and a design your own ambulance competition. The ambulances were then raced around an obstacle course. There was a great

turnout of home-made ambulances and the students really enjoyed the 'real' ambulance that arrived thanks to St John's support of the student's appeal day. Our student leadership team felt really proud of their efforts of raising \$500 and had a blast organising such a fun afternoon."

– Nick Leith,
Deputy Principal of Casebrook Intermediate School.



Toolkit campaign elements.

These assets are available for you to download.

Visit heartofgold.org.nz/activate then click on the resources button to take you to the assets.

Clockwise: Event poster, Volunteer/collectors poster, bunting (instructions for printing on PDF), A4 Avery label stickers code L7159 24 labels sheet, Appeal poster, Youth poster, Health Shuttle poster, kids school fun poster, Thermometer, Thank you editable A4 certificate, colouring in sheets, quiz template.





A few final tips.

Enjoy yourself!

Choose a fundraising activity that you'll enjoy. If you're having a great time, the people around you are more likely to donate.

Keep it simple

Often the simplest fundraising activities gain the most support. Be realistic; choose a project which suits you and you think people will support.

Spread the word

Let people know about our vital work and how their contributions will make a lifesaving difference!

If you have a personal reason for undertaking your fundraising activity, and are happy to tell people, let them know.

Set a target

Set yourself an ambitious fundraising target and track your progress. There's nothing quite like a dream target to keep you motivated and to get the attention of your family and friends. Cost your event and stick to your budget to ensure you don't spend more than you're going to raise!

Track contributions

You can use our Tracking Form to follow progress towards your goal. Tracking is important – it keeps you focused and people love to see the progress you are making.

Make sure you follow our fundraising guidelines when fundraising on behalf of St John so you and your donors receive tax receipts and acknowledgements.

Promote, promote, promote

Tell your friends, family and work colleagues about what you're up to and why you're doing it, and ask them to tell their friends too. Remind them on several occasions – repetition is important as people often forget. Keep your reminders fun, light hearted and engaging. Remember also that people often leave their donation to the last minute so be sure to remind them close to your deadline.

Ask for an extra hand

Ask your employer if they will match dollar for dollar the money you raise or give a donation. Well worth an ask!

Get out there

Approach local businesses for prizes or donations, ask friends to help with organising or promoting your event. Most people's reason for giving or supporting a charity is because they were asked!

Be financially conscious

Make sure your supporters know any donation over \$5 is tax deductible. Just send us their details on the Donation Form provided and we will post out a receipt. If you are using givealittle, this will happen automatically.

Share your success

Thank your donors, volunteers and sponsors! Let everyone know how grateful you are for their support. Share photos and the story of your fundraiser – you could be featured in a future donor story on our website.

Thank your volunteers

Make sure the volunteers feel valued and appreciated. Ask for your volunteers feedback on their experience during the event. Let them know the result of your fundraising event or how much you have raised.



Golden tip:

Spread the word

Let people know about what we do, and how their contributions will make a lifesaving difference!

Keeping it safe and legal.

If you're thinking about hosting a sausage sizzle, raffle or street stall you may need a council permit to do so. Your local St John fundraising team can help you through this process – simply get in touch with them for advice (contact details on page 15).

For additional guidelines on how to ensure your fundraising event or activity is safe, legal and fun please download our Keeping it safe and legal PDF at heartofgold.org.nz/activate and then click resources.

Using the St John logo

Please be aware that the St John logo is trademarked.

Naturally we're happy for you to use it to help your efforts, however you will need our approval to do so. Please contact your local St John fundraising team and they will be able to explain how and where you can use it or download our Logo Guidelines PDF at heartofgold.org.nz/activate and then click resources..

Thanks all round!

"Thank you" is such a key part of the fundraising process. First of all, we want to thank YOU for fundraising for St John. We also ask that you remember to thank everyone who helps you and contributes to your efforts. Whether they donate time, resources, or money, let them know you appreciate it!





Arranging payment.

There are various ways you can make payment, contact your local fundraising team below:

Northern Region

If you live in the North Island (north of the Bombay Hills including Hauraki Coromandel) please send your Donation Form and Fundraising Tracking Form to:

St John
ATTN: Fundraising Coordinator
Private Bag 14902
Panmure
Auckland

You can bank the money to Bank Account Number*:
12 3244 0025048 00

Or send the cheque to the address above or call Suzana Noth on 09 579 1015 xt 8472. Any questions please email **northernregionfundraising@stjohn.org.nz**

Central Region

If you live in the North Island (between Wellington and Auckland) please send your Donation Form and Fundraising Tracking Form to:

St John
ATTN: Fundraising Coordinator
Private Bag 3215
Hamilton 3240

You can bank the money to Bank Account Number*:
12 3244 0025064 00

Or send the cheque to the address above or call 07 846 9597. Funds must be given to St John within two weeks of completing your fundraising activity. Any questions please email **central.fundraising@stjohn.org.nz** or call **07 846 9597**.

South Island

If you live in the South Island please send your Donation Form and Fundraising Tracking Form to:

St John
ATTN: Fundraising Coordinator
PO Box 1443
Christchurch 8140

You can bank the money to Bank Account Number:
12 3244 0025072 00

Or send the cheque to the address above or call 0800 ST JOHN. Funds must be given to St John within two weeks of completing your fundraising activity. Any questions please email **southisland.fundraising@stjohn.org.nz** or call **03 353 7110 xt 3265**.

* When transferring donations online – please reference CFP/YOUR SURNAME

If you are a school please contact your local fundraising office and you will be sent a specific reference code. This will help us track your donation.

Putting the FUN in fundraising... shots from 2017!





We're here to help.

Have questions? Need more support? Feel free to contact us at one of our local headquarters – we're happy to help!

St John National Headquarters

2 Harrison Road
Mt Wellington
Private Bag 14902
Panmure
Auckland 1741
Tel: 09 579 1015
fundraising@stjohn.org.nz

St John Northern Region Headquarters

10 Harrison Road
Mt Wellington
Private Bag 14902
Panmure
Auckland 1741
Tel: 09 579 1015
northernregionfundraising@stjohn.org.nz

St John Central Region Headquarters

63 Seddon Road
Private Bag 3215
Hamilton 3240
Tel: 07 846 9597
central.fundraising@stjohn.org.nz

St John South Island Region Headquarters

100D Orchard Road
PO Box 1443
Christchurch 8140
Tel: 03 353 7110 ext.3265
southisland.fundraising@stjohn.org.nz

www.stjohn.org.nz
0800 ST JOHN (0800 785 646)

Donation form.

Thank you for raising funds on behalf of St John.
Please complete the following information and submit
your Fundraising Tracking Form and any donations within
15 days of your event or activity.

To ensure you receive the appropriate recognition for
your community fundraising efforts, please complete all
information. If you would like to share your success with
others, please include a full description of your event and
send photos to **heartofgold@stjohn.org.nz**.

Are you fundraising:

- ☐ As an individual
- ☐ On behalf of an organisation / name: _____
- ☐ On behalf of a club / name: _____

Your name: _____

Your group/business or school name: _____

Address: _____

City and postcode: _____

Daytime phone: _____ Alternate phone: _____

Email address: _____

Description of fundraising activity (you may attach another page if you need more space):

- ☐ Yes! Share our fundraising success with the St John website. St John has permission to use our story, quotes, details of our fundraising activities and photographs to inspire other volunteers to help raise funds in their community.
- ☐ Please attach the Fundraising tracking form, so we can send individual donors receipts.

Cash	\$	Total Amount Raised	\$
Cheque	\$	Date banked	___/___/___

Fundraising tracking form.

First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you would like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
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Donors over \$5 can receive a tax receipt. The donor's name and address must be clearly printed on the form above to receive a tax receipt from St John. Please send this form along with your Donations Form for processing. Details and addresses to send this to are outlined on page 13. Donations made online will receive an instant tax receipt via email.

Fundraising tracking form.

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