



**St John**

Here for Life



# St John Heart of Gold Annual Appeal

## Creating a fundraising event.

Your guide to our  
2022 Annual Appeal.

# Toolkit 1



**ASB**



## 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 6 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](mailto: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 4 – 10 April 2022 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](https://www.facebook.com/StJohnNewZealand) or send your pictures and stories to [heartofgold@stjohn.org.nz](mailto: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.

### For businesses

- Ask at till and online
- Email your customers letting them know about Annual Appeal dates and whether they would like to donate.
- Do a social media post
- Mention Annual Appeal in your Newsletters
- Setup a payroll giving programme.
- During Annual Appeal week wear gold or yellow to work for a gold coin donation.

#### Auction a prime parking space at work

#### Brown bag lunch day

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

#### 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.

#### 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.



### 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](mailto:heartofgold@stjohn.org.nz)

Send in your pictures and stories to [heartofgold@stjohn.org.nz](mailto:heartofgold@stjohn.org.nz)



### **Auction a picnic**

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

### **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.

### **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.

### **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.

### **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.

### **For businesses**

Add \$ at till, email to databases and social media posts, mentions in Newsletters, setup a payroll giving.

### **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 face painting**

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.

Send in your pictures and stories to [heartofgold@stjohn.org.nz](mailto:heartofgold@stjohn.org.nz) or tag us @StJohnNewZealand on Facebook and we will share.

### 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.

### 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!



### 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.

### Water balloon challenge

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

## 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!

## 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](https://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!



## 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.

**Here are some guidelines to help ensure your fundraising event or activity is safe, legal and fun.**

### Street stalls

Thinking about selling raffle tickets or holding cake stalls?

Some commercial areas in town are classed as 'restricted' areas and you will need to gain a street stall permit if you are considering setting up a stall. Please contact your local Council who will discuss your request and check availability of the date (only two organisations on any one day may have a stall in the same town). If all is in order they will issue a permit. The shop owner outside whose premises the stall will be held plus shop owners either side will need to give their permission.

### Raffles

Raffles and lotteries with a prize over \$5000 need a licence from the Department of Internal Affairs, under the Gaming and Lotteries Act. Licence forms are available online at [www.dia.govt.nz](http://www.dia.govt.nz). The form must be completed and then posted to DIA. Once approval is granted a stall permit will be required, as above.

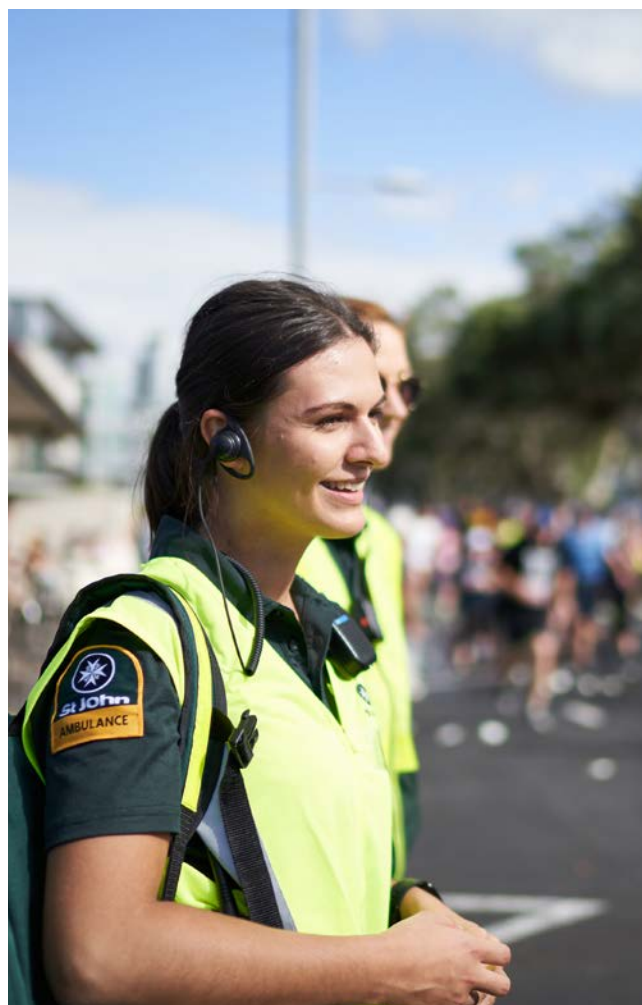
### Sausage sizzles or BBQs

Held on an occasional basis in a public place by a recognised charitable organisation are permitted, check with your local council for details.

While St John will assist in any way it can, it does not have the capacity to provide volunteers to help support events.

The event is the individual's/organisation's responsibility and is a great opportunity to involve your own family, friends and networks in the fun and fellowship of helping New Zealanders.

The responsibility for the sale of tickets rests with the organisers.





## Arranging payment of your Donations.

There are various ways to transfer your donations to St John. Contact your local St John Fundraising Team for their bank account details for any electronic transfers.

ASB is required to adequately identify anyone making cash deposits through its branch network. Please ensure you take 2 forms of ID with you when depositing cash.

ASB is no longer supplying charity deposit bags so get in early to get your standard deposit bags from your local ASB branch. Please keep a record of the banking bag numbers for reference.

### Northern Region

If you live in the North Island (north of the Bombay Hills, Hauraki and Coromandel) please send your donation form and fundraising tracking form to:

St John  
Attn: Fundraising Co-ordinator  
Private Bag 14902  
Panmure  
Auckland

Alternatively, if you would like to make an electronic transfer, or deposit the funds at an ASB Branch, please contact Jo Eve on **09 526 0527** ext **9803** or email **[northernregionfundraising@stjohn.org.nz](mailto:northernregionfundraising@stjohn.org.nz)** for more details. Along with our bank account number you will require your Donor ID and a reference to deposit the funds. This will help us track your donation.

### Central Region

If you live in the North Island (between Wellington and Auckland – excluding Hauraki and Coromandel) please send your donation form and fundraising tracking form to:

St John  
Attn: Fundraising Co-ordinator  
Private Bag 3215  
Frankton  
Hamilton 3240

Alternatively, if you would like to make an electronic transfer, or deposit the funds at an ASB Branch, please call the Fundraising Team on **07 847 2849** ext **7801** or email **[central.fundraising@stjohn.org.nz](mailto:central.fundraising@stjohn.org.nz)** for more details. Along with our bank account number you will require your Donor ID and a reference to deposit the funds. This will help us track your donation.

### South Island

If you live in the South Island, please send your donation form and fundraising tracking form to:

St John  
Attn: Fundraising Co-ordinator  
PO Box 1443  
Christchurch 8140

Alternatively, if you would like to make an electronic transfer, or deposit the funds at an ASB Branch, please call the Fundraising Team on **03 353 7110** ext **3332** or email **[southisland.fundraising@stjohn.org.nz](mailto:southisland.fundraising@stjohn.org.nz)** for more details. Along with our bank account number you will require your Donor ID and a reference to deposit the funds. This will help us track your donation.

Funds must be given to St John within two weeks of completing your FUNdraising activity.

## 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](mailto: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	\$
		Date banked	___/___/_____

If you would like to make your donation electronically, please contact your local office (details on page 9) so that we can provide you with the correct banking details and what is required in the 'particulars' field.

## Fundraising tracking form.

First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you <b>would</b> like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you <b>would</b> like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you <b>would</b> like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you <b>would</b> like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you <b>would</b> like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you <b>would</b> like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____

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 9. Donations made online will receive an instant tax receipt via email.

## Fundraising tracking form.

First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you <b>would</b> like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you <b>would</b> like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you <b>would</b> like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you <b>would</b> like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you <b>would</b> like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you <b>would</b> like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you <b>would</b> like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____

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 page 9. Donations made online will receive an instant tax receipt via email.

## Fundraising tracking form.

First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you <b>would</b> like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you <b>would</b> like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you <b>would</b> like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you <b>would</b> like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you <b>would</b> like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____
First name: _____ Last name: _____ Address: _____ City: _____ Postcode: _____ Telephone: _____ Email: _____ If you <b>would</b> like to receive information from St John, please tick here <input type="checkbox"/>	Pledge: _____ Payment: _____ Amount Collected: _____

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 9. Donations made online will receive an instant tax receipt via email.



# Putting the FUN in fundraising...





## 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 Northern Region Headquarters

Private Bag 14902  
Panmure  
Auckland 1741  
Tel: 09 526 0527 ext 8476  
[northernregionfundraising@stjohn.org.nz](mailto:northernregionfundraising@stjohn.org.nz)

### St John Central Region Headquarters

Private Bag 3215  
Hamilton 3240  
Tel: 07 847 2849 ext 7801  
[central.fundraising@stjohn.org.nz](mailto:central.fundraising@stjohn.org.nz)

### St John South Island Region Headquarters

PO Box 1443  
Christchurch 8011  
Tel: 03 353 7110 ext 3332  
[southisland.fundraising@stjohn.org.nz](mailto:southisland.fundraising@stjohn.org.nz)

[stjohn.org.nz](http://stjohn.org.nz) | 0800 ST JOHN (0800 785 646)

## **Toolkits available:**

**Toolkit 1: Creating a fundraising event**

Toolkit 2: Street Collections 101

Toolkit 3: Campaign assets

Toolkit 4: What we're fundraising for and where the money goes

Toolkit 5: Schools Fundraising Toolkit

