



St John

Here for Life



St John Heart of Gold Annual Appeal

Your Fundraising Toolkit.

Help your community by fundraising with your School during our St John Heart of Gold Annual Appeal.

April 2022

Toolkit 5



ASB

Waiho i te toipoto,
kaua i te toiroa,
ngakau ki te ngakau

**‘Let us keep close
together, not far
apart, Heart2Heart.’**

Our Heart of Gold Annual Appeal captures the spirit of what St John is all about – having a heart, helping people in need in your community.

Please join us and show us your ‘Heart of Gold’ by fundraising on behalf of St John this April.

We are extremely grateful for any time and effort you can give us during our Heart of Gold Annual Appeal. It is as easy as holding a mufti day, covering a giant heart in coins, or having a fancy-dress day.

Golden tip:

Enjoy yourself

Choose a **fund**raising activity that you will enjoy. If you’re having a great time, the people around you are more likely to donate.

This April during our St John Heart of Gold Annual Appeal, we’re asking schools to show their Heart of Gold by working together to raise money to make a lifesaving difference.



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 488,073 people every year!

Not just the ambulance service.

... 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 73,644 health shuttle trips, provide 772 volunteers who comfort friends and family in hospitals and enable people to receive regular phone calls from 703 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!

Benefits at a glance

5,125

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

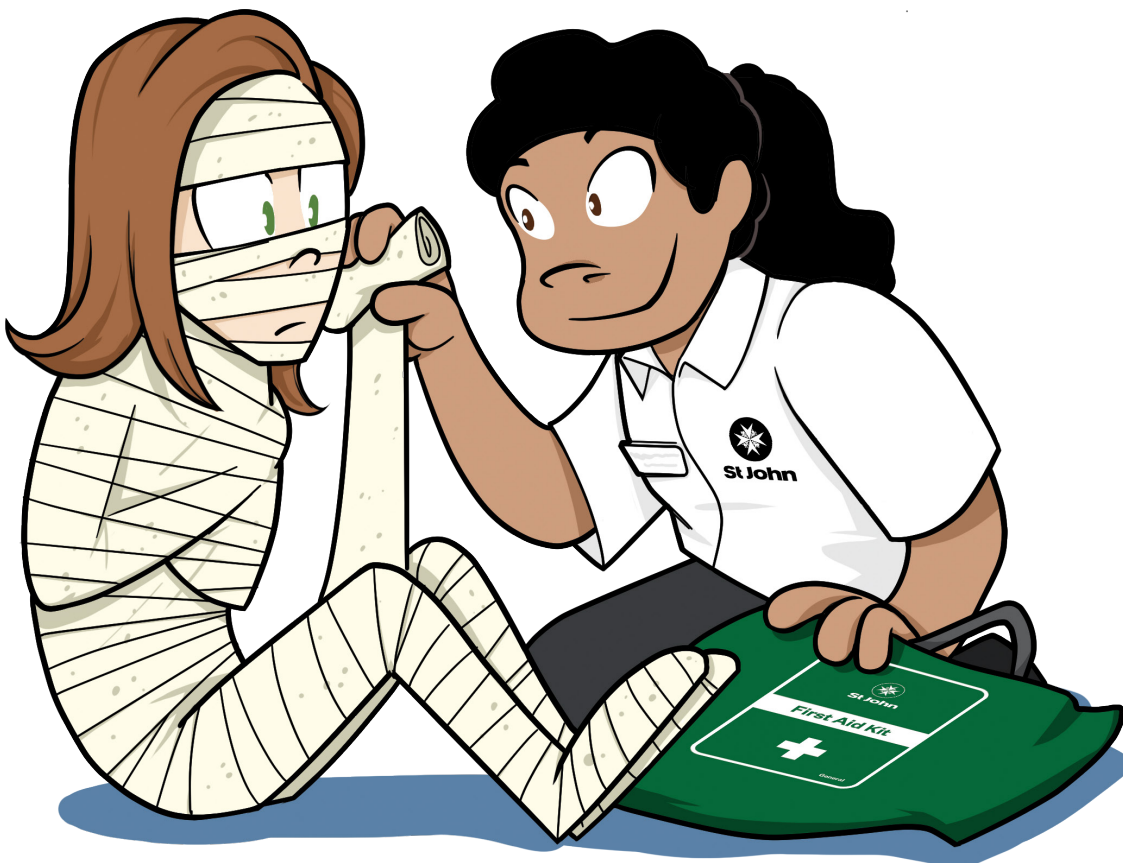
100,275

People trained in First Aid.

148,484

Children who participated in ASB St John in Schools programme.

(1 July 2020 – 30 June 2021)



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

Pro-Tip!

“Good planning and a bit of imagination, go a long way for a successful fundraising activity! I hope you enjoy the next few pages of helpful advice and tips on how you can make the most of your schools fundraising activity!”



Your toolkit

We will be here for you every step of the way. If you want to discuss your fundraising ideas, or request more materials to support your activity, please contact your local region below.

For Northern Region Fundraising: **northernregionfundraising@stjohn.org.nz**

For Central Region Fundraising: **sarah.flowers@stjohn.org.nz**

For South Island Fundraising: **southisland.fundraising@stjohn.org.nz**

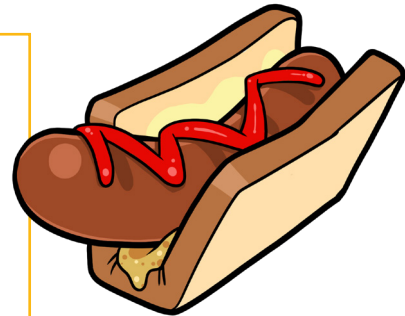
Be inspired to fundraise.

Below is a list of inspirational ideas feel free to use the resources that are inserted in this folder if you are still stuck!

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.

Parent BBQ wars

Settle the debate on who's Mum cooks the best or who's Dad makes the best sausages on the barbie. Set-up two BBQ stations for an open-day where students and families pay a gold coin to eat lunch. Whoever makes the most money at the end of your event wins the Best BBQ Title!



Baby photo contest

Have teachers and school staff display their baby pictures around the school and ask students and parents to pay a gold coin to vote for the cutest child.

Buy a personal message in school newsletter

Families may want to acknowledge a birthday. Students may want to put in a funny photo of their favourite teacher.

Mufti-day

Everyone knows how to get behind a good mufti-day, bring a gold coin and a fun attitude in a day without uniform! A few themed ideas could include: Gold and Green; Paramedics and Patients; Hearts and Fluro.



Treasure chest

Fill a chest (or a box) with donated prizes and auction the keys to open the chest.

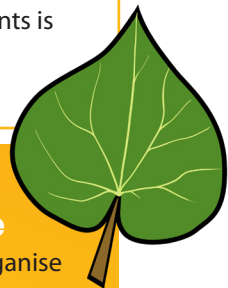
Carwash

A few buckets, sponges, some eco-friendly dish detergent, soft towels, water and lots of elbow grease is all it takes! Prices can range from \$5 – \$10. Two adult volunteers per car and a small army of eager students is the rule of thumb.



Hold a plant sale

A plant sale is easy to organise and a great excuse for keen gardeners to get together and raise money for charity.



School sleepover

Working with a team of volunteers, host a school sleepover. Plan fun activities, games or a movie for the kids to enjoy. Provide snacks and breakfast in the morning. Charge a specific amount, and anything above the costs can go towards your donation.



Tick list.



Create a Plan – Start your planning early, this will make sure you stay ahead of the game and will help when it comes time to put your plan into action!



Build your core fundraising team – This could be three to five people that volunteer to help or individuals who have worked on the school's fundraisers in the past. You can also send out a friendly email to the parents in the school and ask if individuals would be willing to step up and join the team. A small core group will help with the focus you need to run an event like this! Have you heard the expression "Too many cooks in the kitchen"?

Two roles you may want to include:

1. **Rally Ready Person** – Keep the energy going before and during your fundraiser! Connect with parents and students: Send out friendly reminders, make the phone calls and emailing everyone involved.
2. **The Banker** – Comfortable with money. Collect and count the donations, as well as keep an eye on the budget so your fundraiser is a success!



Recruit Volunteers – Make sure you actively recruit parent and teacher volunteers for the setup, running and pack-down of your fundraiser. Many hands make light work! Take names, phone numbers, emails and physical addresses of those willing to help. Send reminders of the benefit this will have on your school and send regular updates to avoid people not showing up on the day.



Set your Target – Setting a higher target has proven to be a big motivator and help you make more from your fundraising! Remind everyone throughout the fundraiser of how important it is that you achieve the target to get your well-earned rewards.



Spread the word – 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**. The more people that know about your fundraiser the more people will get involved!



Say Thanks – Do not forget to thank everyone that helped make your event a success, that includes your donors and volunteers! And remember to do so along the way, we should thank them for the progress they are making and maybe even highlight a volunteer's efforts in the newsletter.



Celebrate your success! – It is important to give you and your team a big pat on the back for having a 'Heart of Gold' during Annual Appeal, and helping make a life-changing impact on your community!



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.

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 stjohn.org.nz/heart-of-gold-activate/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 stjohn.org.nz/heart-of-gold-activate/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!





Depositing funds.

This year we are asking all of our participating schools to make their donations online!

The bank account details for your local St John will be provided when you register.



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

