



**St John**

Here for Life

# Everyday fundraising toolkit

**Fundraising for St John**

## Fundraise for St John

**Fundraising captures the spirit of what St John is all about – helping people in need and contributing to our many communities. We step forward when help is needed, for better, for life.**

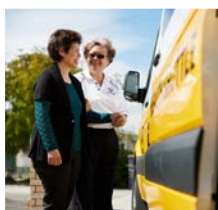
We want to reach out to all New Zealanders and bring people together in support of St John, so that we can continue to be there when we're needed. It's a heartfelt mission that we are truly passionate about.

### Golden tip:

#### Enjoy yourself

Choose a **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



**71,780**  
Health Shuttle  
trips



**100,000**  
caring calls to people who are  
isolated or living alone



**382,325**  
emergency incidents attended by  
St John in the year 2015/2016



**437,978**  
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 do our work. People recognise us for our 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 71,780 Health Shuttle trips, make more than 100,000 caring calls to people who are isolated or living alone, and provide volunteers who comfort friends and family in hospital emergency rooms.

We are a charity, and the important work we do is 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. 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 14 for contact details).

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

## What you help us to do:

**6,133** Events serviced

**382,325** Emergency incidents attended

**437,978** Patients treated and/or transported by ambulance officers

**976** Caring Caller volunteers who volunteer their time to call clients

**71,780** Health Shuttle trips – taking people to medical appointments who, without St John, may not be able to get there

**6,312** Youth members (Penguins & Cadets, under the age of 18) who have developed first aid, healthcare, leadership and life skills

**482,002** 111 emergency calls for an ambulance

**76,844** People trained in first aid

**110,560** Children who participated in the ASB St John in Schools programme





## 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 your regional fundraising team – we'd love to help!

### Step 2

The next thing to think about is when to have your event. 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, audio-visual equipment and health and safety risks / features.

### 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 are doing and give them lots of notice. Let people know why you are fundraising for St John – keep it simple and engaging.

We highly recommend setting up your own fundraising page on the Everyday Hero site. <https://nfp.everydayhero.com/nz/st-john>

You can create your own account by uploading a photo and writing why you are supporting St John. This is a great time to ask a generous friend for a big donation directly to your Everyday Hero page. This will kick start your efforts and set a precedent for the donations to come. An Everyday Hero page makes it extremely easy to "spread the word" and receive funds.

Contact local businesses and ask them to sponsor you or donate items and vouchers for a raffle or as

prizes. You can also promote these supporters on your Everyday Hero page.

### 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. Finalise what tasks need to be completed, when and by whom. Make sure you share your event by posting your Everyday Hero page link, photos and updates on Facebook, Twitter and other social media. Request that your friends share these too.

### 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.

# Fundraising ideas

**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.**

## Take part in an event

Take part in an organised event. Ask people to sponsor you for every km or donate a lump sum to keep you going.

## Host a pop-up shop

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

## Car wash

Hold a local car wash, charge a small donation to clean and dry cars for the day.

## Sausage sizzle

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

## 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!

## 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.

## 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.

## Colouring-in competition

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

## Charity sports game

Organise with a school or club to

hold a charity match, the teams could include coaches parents and players. Aimed at having a laugh, gold coin donation to watch the game.

## Disco night

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

## 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.

## Contact local news

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

## Water balloon challenge

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

## Paint your nails gold

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

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

### Savitri Bailey

On 19th February 2012 my life changed. I was at home and had a sudden cardiac arrest – luckily, my husband was at home and called St John. They saved my life!

I wanted to give back and somehow show my appreciation to the heroes who saved me. I'd always wanted to do the ASB Auckland Marathon but because of my cardiac arrest, I thought that dream was over. My running dream was over but I didn't want that to stop me completing a marathon – so I walked it for St John!

**My inspiration was giving back to St John and achieving my challenging dream of finishing the marathon. They saved my life and kept our family together, so I wanted to do something for this incredible organisation.**

My fundraising campaign was huge; it was hard work but incredibly rewarding. It was such a rush to see the dollar signs go up on my page and that made me push harder. It was a real buzz. I wasn't afraid to ask people to donate to such a worthy cause. I asked everyone I knew, plus I asked heaps of local businesses to donate vouchers and raffle prizes which I could auction off.

My top tip for fundraising would be to go for it! Totally put yourself out there in the community because when people hear your fundraising for St John people think your amazing for supporting them. St John is such a respected organisation.

\*Savitri Bailey took part in the ASB Auckland Marathon 2016 as part of the St John Lifesavers team.

She was our highest fundraiser, raising over \$10,000 and we couldn't be more grateful for her 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 debrillation 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






**Editable title**

What's happening

When

Where

Contact






**Editable title**


What's happening

When

Where

Contact





**Editable title**

What's happening

When

Where

Contact

## 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!

**Upload your pictures and stories to Facebook and tag us @StJohnNewZealand and we will share them with our followers.**

## 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 14).

For additional guidelines on how to ensure your fundraising event or activity is safe, legal and fun please see the end of this document.

### 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.

## 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](mailto: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](mailto:central.fundraising@stjohn.org.nz)** or call **07 847 2849 ext 7801**.

### 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](mailto:southisland.fundraising@stjohn.org.nz)** or call **03 353 7110 xt 3265**.

If you've set up an Everyday Hero Fundraising webpage, people can donate directly. Alternatively if you choose not to use Everyday Hero, there are various ways you can make payment.

\* 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...







## 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](mailto: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](mailto: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](mailto:central.fundraising@stjohn.org.nz)

### St John South Island Region Headquarters

40 Lichfield Street  
PO Box 1443  
Christchurch 8011  
Tel: 03 353 7110 ext.3217  
[southisland.fundraising@stjohn.org.nz](mailto:southisland.fundraising@stjohn.org.nz)

[www.stjohn.org.nz](http://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 upload your photos and stories to Facebook and tag us **@StJohnNewZealand**.

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):

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- ☐ 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 <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: _____
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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 12. Donations made online will receive an instant tax receipt via email.

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## Keeping it safe and legal

**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.



## St John logo – conditions of use.

**As a potential supporter of St John, we are grateful for contributions that assist our work in the community. We ask that all organisers and fundraisers contact us before promoting the fundraising event when supporting St John.**

The decision to grant use of the St John logo is made on a case-by-case basis. St John retains implicit rights to distribute its logo to other users where appropriate. St John also reserves the right to decline the request if the values surrounding the event are contrary to those upheld by St John. The right to the St John logo is by way of license, and always remains the property of St John.

To obtain permission to use the St John logo(s) please send your request to your regional office listed on page 14 of the toolkit.

If your application is approved, you may use the logo in any type of publication, print or online, for advertising or illustration, as many times as you wish, including but not limited to the following conditions:

By giving you permission to use the St John logo this does not imply St John endorsement of product, persons, services or organisations.

You must retain the copyright symbol or any other legal notices that may be embedded in the electronic file containing the St John logo.

In granting use of the St John logo you:

- may not sell the logo as a standalone file or allow any third party to access the image as a standalone file
- may not sell, transfer your rights, convey or sublicense the St John logo
- may not use the logo as part of another logo, trademark or service mark
- may not use the logo unlawfully
- may not sublease, sell, convey or transfer your rights to the use of the St John logo
- may not use the St John logo as an image on any products you wish to sell where the primary value lies in the St John logo or image for example T-shirts, posters and calendars.

The license contained in this agreement will terminate automatically without notice from St John if you fail to comply with any provision in this agreement. Upon termination, you must immediately cease from using the logo, destroy any logos in your possession and remove electronic logos from your computer premises and storage.





**St John**

Here for Life

**[www.stjohn.org.nz](http://www.stjohn.org.nz)**

**0800 ST JOHN (0800 785 646)**