



Your guide to school fundraising

Tamariki supporting tamariki

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KidsCan is NZ's leading charity dedicated to helping Kiwi kids affected by poverty.

We help the 1 in 5 children experiencing hardship by providing food, jackets, shoes and health products to low-decile schools/kura and early childhood centres (ECEs)/kōhanga across NZ. With these essentials, kids can participate in learning and have the opportunity for a better future.

There is nothing better than children supporting their peers. Signing up for a school fundraiser is a fun and easy way for your school to give back - and by fundraising for KidsCan, you're helping to create a better New Zealand for all Kiwi kids. This toolkit will give you all the information you need to run a successful school fundraising event.

Thank you for your support!



KidsCan

We're here to help

If you have any questions about your fundraising, or would like stickers, posters or collection buckets for your event, get in touch with our friendly KidsCan fundraising team:

Phone

09 478 1525

Email

marketingadmin@kidscan.org.nz

Website

kidscan.org.nz



Baradene Year 7 & 8 Cross Country



South Hornby School Colour Run

Ideas for your fundraiser

There are many ways to raise funds for KidsCan.

Dress Up Day

Hold a mufti day, or colour day (KidsCan colours are red and blue if you need some inspiration), crazy sock day or fancy dress, in exchange for bringing a donation for KidsCan.

Quiz Night

Quiz or trivia nights are always popular! Sell tickets to friends and family and hold a raffle with prizes.

School Sports Events

Get fit and help Kiwi kids at the same time. Your school could turn your annual cross-country into a fundraising event, or perhaps even swimming sports in the warmer months. Other ideas include a fun run (with or without colour - talk to us about options), an Olympics day or even a wheels day.

Give It Up

Consider going without the basics for a day or a week: shoes or morning tea for example. Or for the senior students, get them to go without their devices and go back to using books and pens.

Bake Sale

Bake up a storm in the kitchen and sell your creations at school. A tasty way to raise funds!

Other Ideas

Raffles (talk to us about how we can help with this), talent show, proceeds from tickets sales (school ball, productions, shows), movie night, principal/teacher challenge (raise funds to get the principal/teacher to do something silly), morning tea festival (dunking the teacher is a fun one), school fair, white elephant

stall, spelling bee, school disco/dance party, everyone brings a gold coin, or a turn off the screen challenge. The options are endless!

Online Fundraising

Over the past two years, ways of fundraising have changed, especially with online learning becoming more common. Here is a list of ideas for fundraising if you are stuck at home:

A read-a-thon, backyard challenges, chores at home (donating pocket money), online bake sale, virtual concert, online auction, virtual trivia/quiz, spelling bee, or a Māori language challenge.

Your step-by-step guide to school fundraising

1 Get inspired and get creative!

Decide on your fundraising event, date and location. It should be something that will inspire people to support and donate. Most importantly, make it fun!

2 Register your fundraiser via our Raisely fundraising page - www.kidssupportingkids.raisely.com
Here you can create a page for your school. Funds are collected online; however, there is an option to collect cash too - you just need someone responsible for collecting and banking it. You can contact the KidsCan fundraising team if you have any cash donations so we can add them to your fundraising total.

3 Set your fundraising goal.

Remember to aim high - the more you raise, the more Kiwi kids you'll be helping. You might find it motivating to set fundraising milestones and one overall target to encourage yourself and others to keep giving.

4 Get competitive. Add classes to your school and create a competition between your friends from other classes - see which class can raise the most funds!

5 Share your fundraiser far and wide. Send it to friends via email, post about it on social media, tell family in person or print out posters for your lunchroom. You could also reach out to your local paper or community Facebook page and ask them to share your event.

6 Create a unique QR code that is linked to your Raisely fundraising page. You can then print this code and put it up for people to easily donate, from anywhere, just by scanning the code.

KidsCan banking details

If you need these, please get in touch with us at marketingadmin@kidscan.org.nz
We'll also give you a unique reference code to make payments easy.



Share your fundraiser

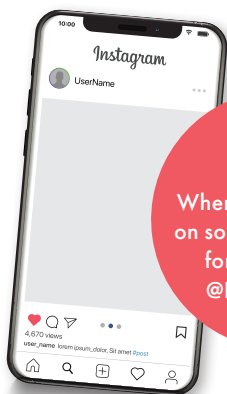
Use your personal networks to promote your school's fundraising event - your family, friends and colleagues are the best people to help you fundraise. Here's our advice for sharing on different social media platforms.

Facebook

- Best used to create an event and share important information
- Great for sharing with local community groups, pages and on message boards
- Targets an older demographic

Instagram

- A visual platform, so use images that are appealing
- Best for inspirational and happy posts
- Targets a younger demographic
- Remember to use appropriate hashtags (#) to increase your reach



Tip

When you're posting on social media don't forget to tag us @KidsCanNZ

To help make your fundraiser successful

- Download our online toolkit for extra resources. You can add these to your school newsletters or social pages.
- Email us at: marketingadmin@kidscan.org.nz to request donation buckets, stickers or balloons.



Tip

Images make a big impact. They tell a story and help to break up big blocks of text. Just make sure the file sizes are small so you're not overloading the recipient's email account.

Emailing friends and family for support

Here's a message you can copy, paste and personalise to send to your school network, friends and family.

Dear (name),

Did you know that 1 in 5 Kiwi kids live in hardship?

Our school has decided to do something to help by fundraising for KidsCan! KidsCan is New Zealand's leading charity dedicated to helping Kiwi kids affected by poverty.

They help by providing food, jackets, shoes and health products to low-decile schools and early childhood centres across New Zealand. With these basics, kids can participate in learning and have the opportunity for a better future.

On (insert date), our school will be (insert type of fundraising activity). Please help us reach our goal of raising \$____, by donating to us here: [add the link to your fundraising page here].

We'll be posting updates to our school fundraising page leading up to the event, so please check back to see how we are coming along.

If you would like to know more about the important work of KidsCan, check out their website Kidscan.org.nz

Thank you for supporting us!

Top tips for school fundraising

Start early!

The sooner you begin your fundraising efforts, the more you're likely to raise. We recommend at least 30 days before your event. Don't forget to check your school calendar to avoid any clashes!

Set a target and aim high

Set yourself an overall target and let friends and family know what it is and how it will help. See the box below for some examples of what your fundraising can help achieve.

Keep everyone informed

Share your fundraiser widely with your friends, family and school community. Your Raisely page link can easily be shared to your school newsletter, placed on your school website and added to social media pages – both school and personal.

Add a QR code for easy fundraising

Don't forget that you can add a QR code to your Raisely page. You can then print off the code or share it to your socials as a quick and easy way for your donors to support your fundraiser.

Sponsorship from local businesses

If your target is high, or your fundraiser involves the community, remember that businesses can support you too. Create sponsorship opportunities that are appealing to local companies, like mentioning them on your social media posts, or inviting them along to the event day where they can set up a stand for free advertising.

Don't forget to say thank you!

Make sure to thank everyone who contributes to your fundraising, and let them know what a difference their donation makes for Kiwi kids in need.



The difference your fundraising makes

\$10 helps to provide a week of breakfasts for a child at school

\$25 helps to provide sturdy shoes and socks for children

\$50 helps to provide a cosy jacket, sturdy shoes and socks to keep a child warm and dry

\$600 helps give a preschooler food, clothing and health products for a year

\$1,000 helps to provide 500 hot meals to children in need

Happy fundraising!

Don't hesitate to get in touch with our friendly fundraising team if you have any questions.

