



# School Fundraiser Kit



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## Introduction

There's always just one more thing that can make the classroom or playground even better for our students – sometimes, that one thing has fallen outside the budget.

But that doesn't mean it's out of reach. The people-power in your school, community and government can be harnessed to help you get the funds to give your students that little extra.

**Fundraisers are about more than money – they're a chance for your school and community to come together and make a real difference to the learning of their students.**

### What's in this fundraising kit?

Ideas, suggestions, links, tips and templates to help you take on your fundraiser with confidence, understand some of the processes involved, and hopefully provide the fun in your fundraiser (sorry, we had to do it).

We've mentioned organisations that might be able to help you with your fundraising goals. 3P Learning isn't associated, directly or otherwise, with any of these organisations, and we're not trying to give any of them preferential treatment.

If our examples don't work for you, we encourage you to find ones that do and let us know about it!

You are always our best source of information – the more you share with us, the more we can help others.

Good luck!



Your friend at 3P Learning,  
**Rebecca Sutton**

# The Golden Rules of Fundraising

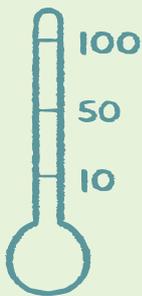
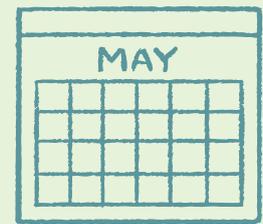


## Planning is key!

Ensure you put aside enough time to plan your selected fundraising activity.

## Set a clear and realistic timeline.

Think ahead and start your school fundraiser well ahead of when you'd want to use the funds.



## Set clear and realistic goals for the money you want to raise e.g.

What are you raising the money for? How much do you need to raise? This will keep the involved parties motivated and on track.

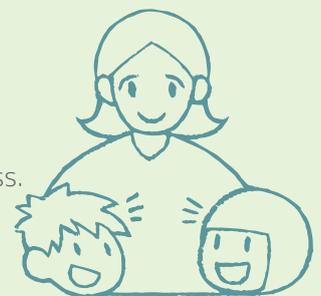
**Involve your students** and the wider community and spread the word.



**Speak up and reach out** beyond your school community.

## Fun, fun, fun!

When the whole project is fun, you'll increase your chances of effectiveness.



## And, don't forget to say thank-you!

Your supporters will appreciate acknowledgement for their involvement.

## In-school fundraising activities

Your school is the perfect place to host your fundraising activities. Here are the benefits of making your school the base of operations and activity:

- Allows you to take charge of planning and delivery
- Gives students more chances to participate
- Brings together teachers and students to reach a common goal

On the following pages you'll find our favourite in-school fundraising activities.



# Chocolate and lolly drives

An easy, sweet and delicious way to get everyone excited to help your school!

## How does it work?

Students and teachers sell chocolates or lollies to their friends, family and the wider community.



## What organisations sell fundraising chocolates and lollies?

It's always better to go through an organisation for your chocolate and lolly fundraising. They'll usually be able to help set up the entire process, meaning you can concentrate on selling!

Here are a couple great Australian affiliate program websites:

- Cadbury Fundraising - [www.fundraising.com.au](http://www.fundraising.com.au)
- Crest chocolates - [www.crestchocolates.com.au](http://www.crestchocolates.com.au)
- Chocolate Fundraiser - [www.chocolatefundraiser.com.au](http://www.chocolatefundraiser.com.au)
- Lollylicious - [lollylicious.com.au/collections/fundraiser-bouquets](http://lollylicious.com.au/collections/fundraiser-bouquets)
- Freckleberry - [www.freckleberry.com.au/fundraising](http://www.freckleberry.com.au/fundraising)
- Mylollies - [www.mylollies.com.au/australian-lollies.html](http://www.mylollies.com.au/australian-lollies.html)
- Krispy Kreme - [www.fundraisingdirectory.com.au/krispy-kreme](http://www.fundraisingdirectory.com.au/krispy-kreme)

## Tip!

Keep your students motivated to fundraise with prizes and awards for selling the most chocolates or lollies.

Looking for a healthier option?  
Well you can try a...

# Healthy food drive

There's a growing demand for healthier food options, and there are a few easy ways to get on the bandwagon:

**Smoothie day:** Perfect for Summer – all you need is a couple of blenders and some frozen fruit.

**Fruit market:** Reach out to local farmers and fruit suppliers and hold a fresh fruit market day.

**Planting foods:** Encourage people to grow their own fruits and vegetables by selling seeds and roots.



## What organisations can help me with a healthy food drive?

Healthy food events can be easily organised by getting fresh produce on the day or working with an organisation that can help you set the whole thing up, beginning to end. Here's a few we found:

- Whole kids - [www.wholekids.com.au/our-impact/healthy-fundraiser](http://www.wholekids.com.au/our-impact/healthy-fundraiser)
- Yates: Raise a Patch - [www.fundraising.yates.com.au/pages/fundraising-ideas](http://www.fundraising.yates.com.au/pages/fundraising-ideas)
- Seed Creations - [www.seedcreations.com.au](http://www.seedcreations.com.au)

## Tip!

Make sure you give everyone plenty of notice so they can enjoy health at its freshest.

# Walk-a-thons and Run-a-thons

If you're looking for a more active approach, walk-a-thons are a great way to get the community moving. They are accessible, promote health and are really visible.

## How does it work?

There are as many ways to do a walk-a-thon, so we've cut them down to our favourites:

**Step count** – participants use step trackers to reach a certain number of steps as individuals or groups. You can keep people involved by setting milestones and weekly challenges.

**Laps and laps** – if there's a park or track in the area, you can set a day where participants try to achieve a number of laps around a course. Make sure you check in with your local councils first!

**Going the distance** – the long-haul option; set the length of your course and try to hit every kilometre!

## Tip!

To get even more visibility of your walk or run-a-thon, you can ask participants to wear school colours, wear hats, put on coloured sunscreen... there are so many options to gain recognition.



## Who can support our walk or run-a-thon?

There are just two organisations that can help you with your walks or runs:

- **My Cause** - [www.mycause.com.au/school-fundraising](http://www.mycause.com.au/school-fundraising)
- **Australian Fundraising** - [www.australianfundraising.com.au/fundraising-products/school-run-4-fun-fundraiser](http://www.australianfundraising.com.au/fundraising-products/school-run-4-fun-fundraiser)

# Colour runs

We like to think of colour runs as rainbow gauntlets. Participants dress in white and walk or run on a track or down a corridor and have coloured powder (usually dyed corn starch which is safe) thrown at them.

The result is a lot of motley coloured walkers and runners with some heavily contrasted white grins.

## Who can help me with me colour run?

We've picked out three places that can help you with your colour run:

- School fun run - [www.schoolfundraising.com.au](http://www.schoolfundraising.com.au)
- Australian Fundraising - [www.australianfundraising.com.au](http://www.australianfundraising.com.au)
- Colour my School - [www.colourmyschool.com.au](http://www.colourmyschool.com.au)

**Note:** We suggest kids wear clothes they don't mind getting dirty, sometimes the colours stick!

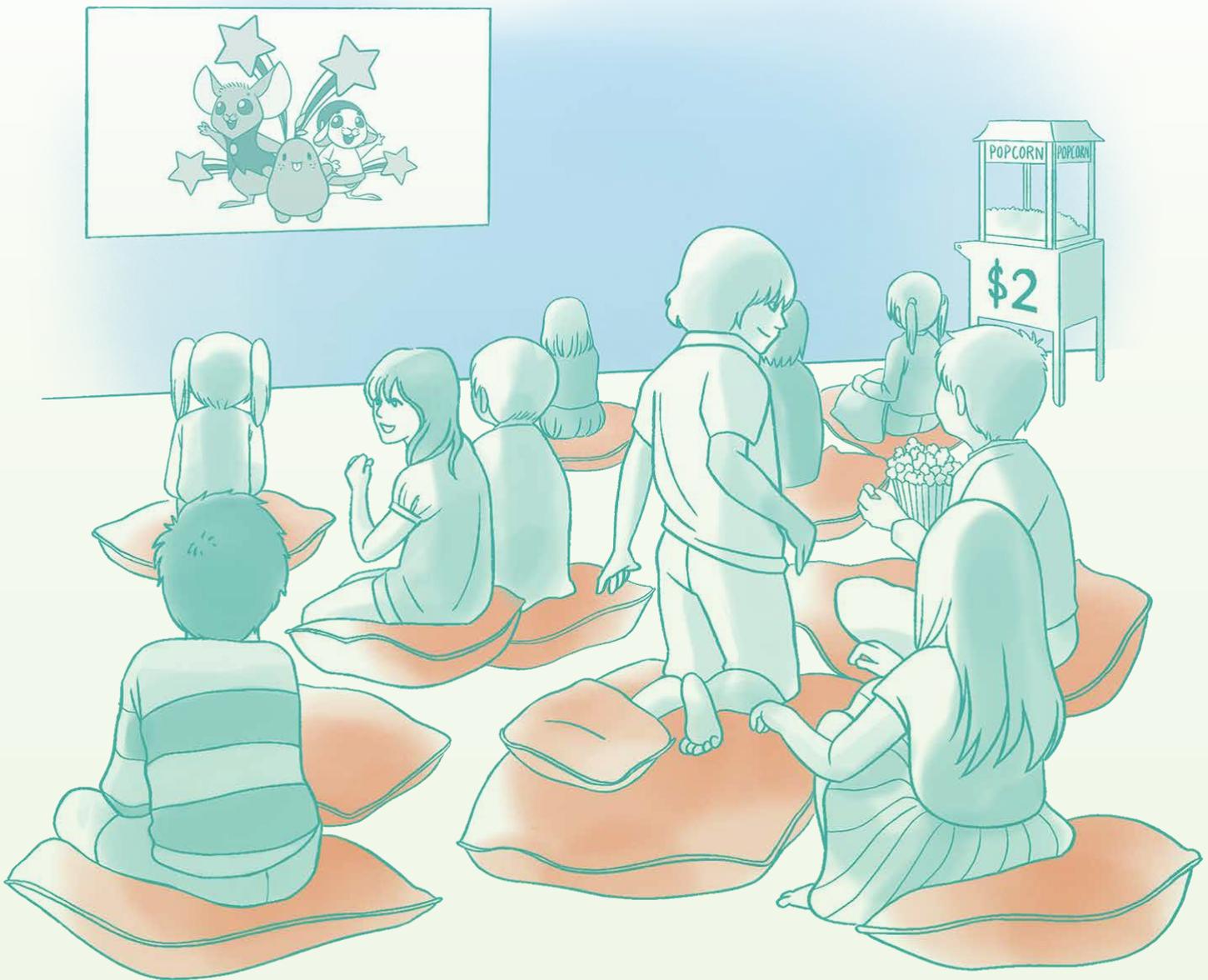
## Tip!

Why not end the colour run with a gold coin sausage sizzle to raise even more?



# Movie Nights

Crank out the classics or marvel at a Marvel masterpiece at a movie night.



## Who can help me with a movie night?

Scope out your local electronics stores to see if they're willing to donate you equipment at a discounted rate.

Don't be afraid to reach out to local cinemas either! They might be open to hosting your event.

**Here's some ideas:** you can sell tickets, snacks and beverages as a package! Also, think about having a raffle ticket sale at the same time.

## Tip!

Reach out to local businesses for possible donations which could be used as prizes for the winners.

# Art Exhibitions

To raise even more money, you can add a door fee or start an auction.



## How do I hold an art exhibition?

Get your students and art teachers excited to show off their works – after all, it’s their imagination on display.

You’ll want to have a space indoors where donors can wander from piece to piece. This will keep the art safe from whatever the weather decides to throw at you on the evening of the exhibit.

## Who can help me with an art exhibition?

Reach out to local artists and art spaces to see if they’re interested in providing their time or can help spread awareness. Their knowledge in the field can be invaluable.

### Tip!

To raise even more money, you can add a door fee or start an auction.

# Affiliate Programs

Think of this as 'digital fundraising'.

## Here's an example of how it works:

You're doing a fundraiser for a trip to the beach and think it might be a good idea to sell sun safety items to raise money. You reach out to an online store called 'Sun Safety Supplies'.

Sun Safety Supplies provides you with a special link to their online store. When people click through that special link, it lets Sun Safety Supplies know you sent them through that customer. In return, they provide you with a portion of money from the sale made.

## Who can help me with affiliate programs?

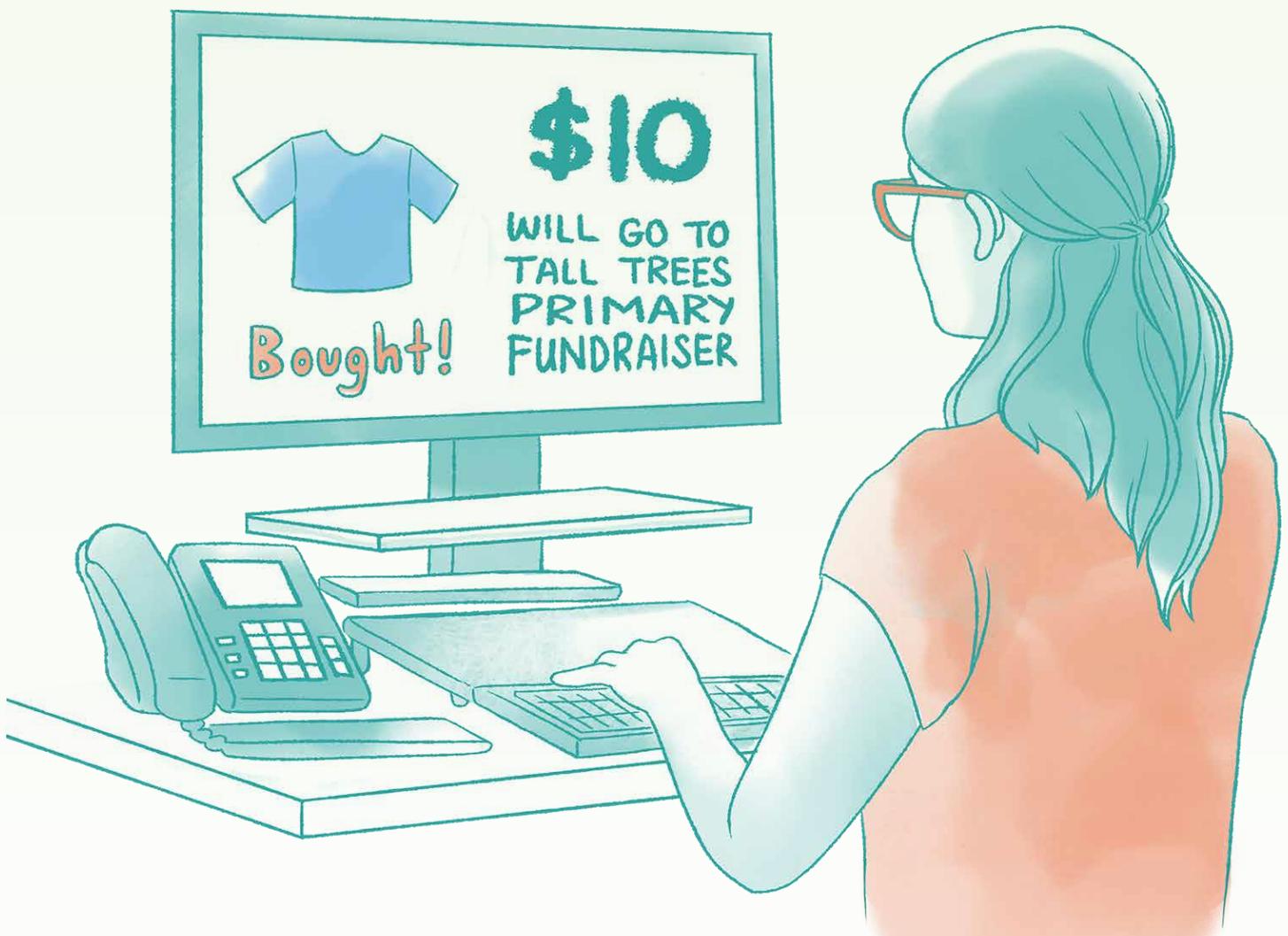
Here are a couple great Australian affiliate program websites:

- **Gifts 4 Good:** [www.gifts4good.org.au](http://www.gifts4good.org.au)
- **Shop it Forward:** [www.shopitforward.com.au](http://www.shopitforward.com.au)

Alternatively, you can reach out to local businesses who have online stores and see if they can provide you with affiliate links (special links). You can set up a directory and let people know to do their shopping through those links for the period of the fundraiser.

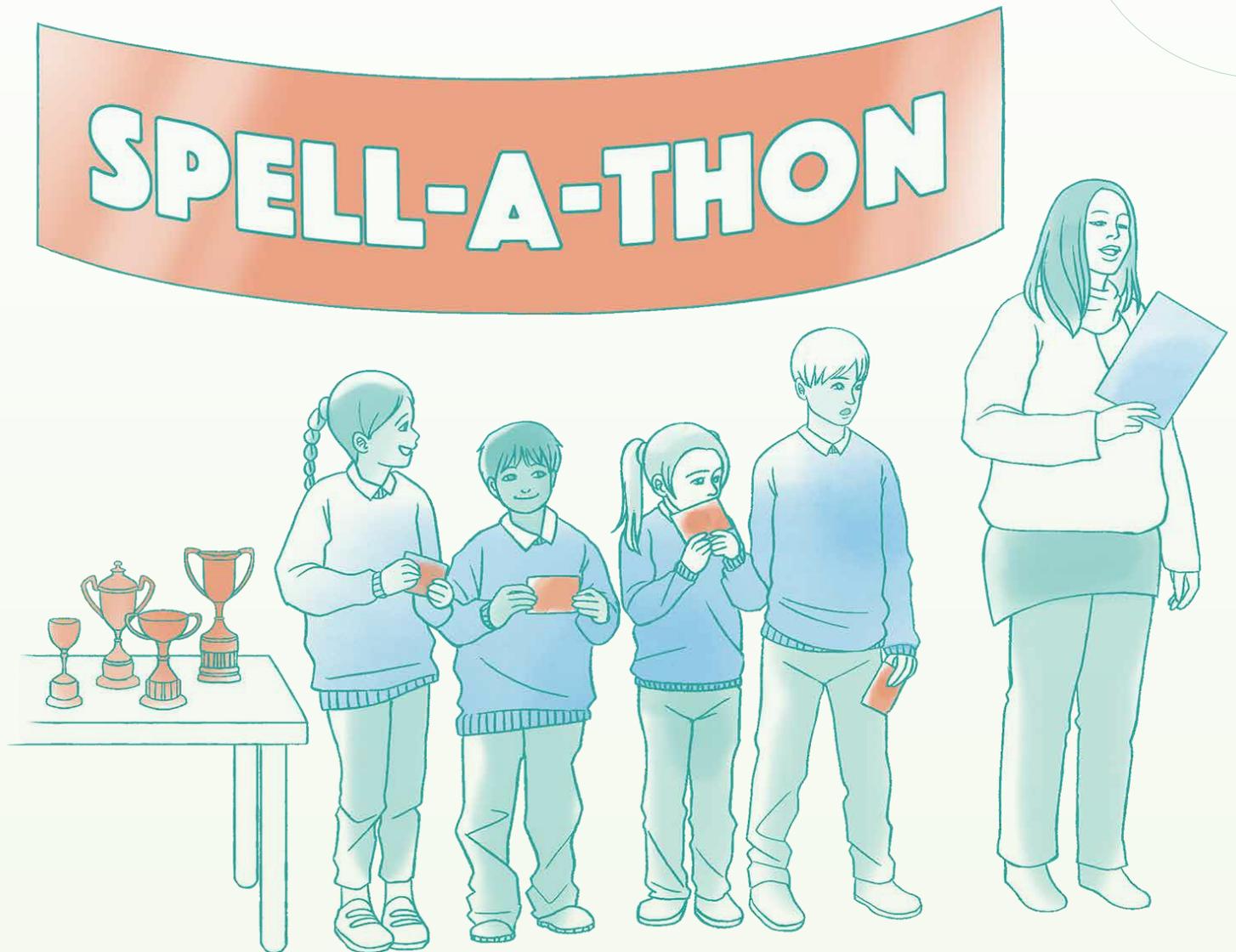
## Tip!

Pair a long-term affiliate with some smaller fundraising events (like any of the previous ideas!)



# Spell-a-thon

Like a spelling bee only more fun!



## How does a Spell-a-thon work?

Give each year group a year-level appropriate spelling list to make the event as fair as possible. Sponsors can either support participants with a per word donation or a flat donation. Offer prizes for students who raise the most money in each year level, for the class who raises the most money and the student winners of the event on the day.

There are organisations that can help take away the stress of organising an event like this.

## Who can help me with organising a spell-a-thon?

- Australian Fundraising: [www.australianfundraising.com.au](http://www.australianfundraising.com.au)
- Everyday Hero: [www.everydayhero.com](http://www.everydayhero.com)

## Tip!

Reach out to local businesses for possible donations which could be used as prizes for the winners.

# eLearn-a-thons

We've got a long history of making learning fun – so why not use that to power your fundraising?

## How do we host an eLearn-a-thon?

Our 3P Learning eLearn-a-thons are designed to engage your students in learning, get your community involved, and get your students excited!

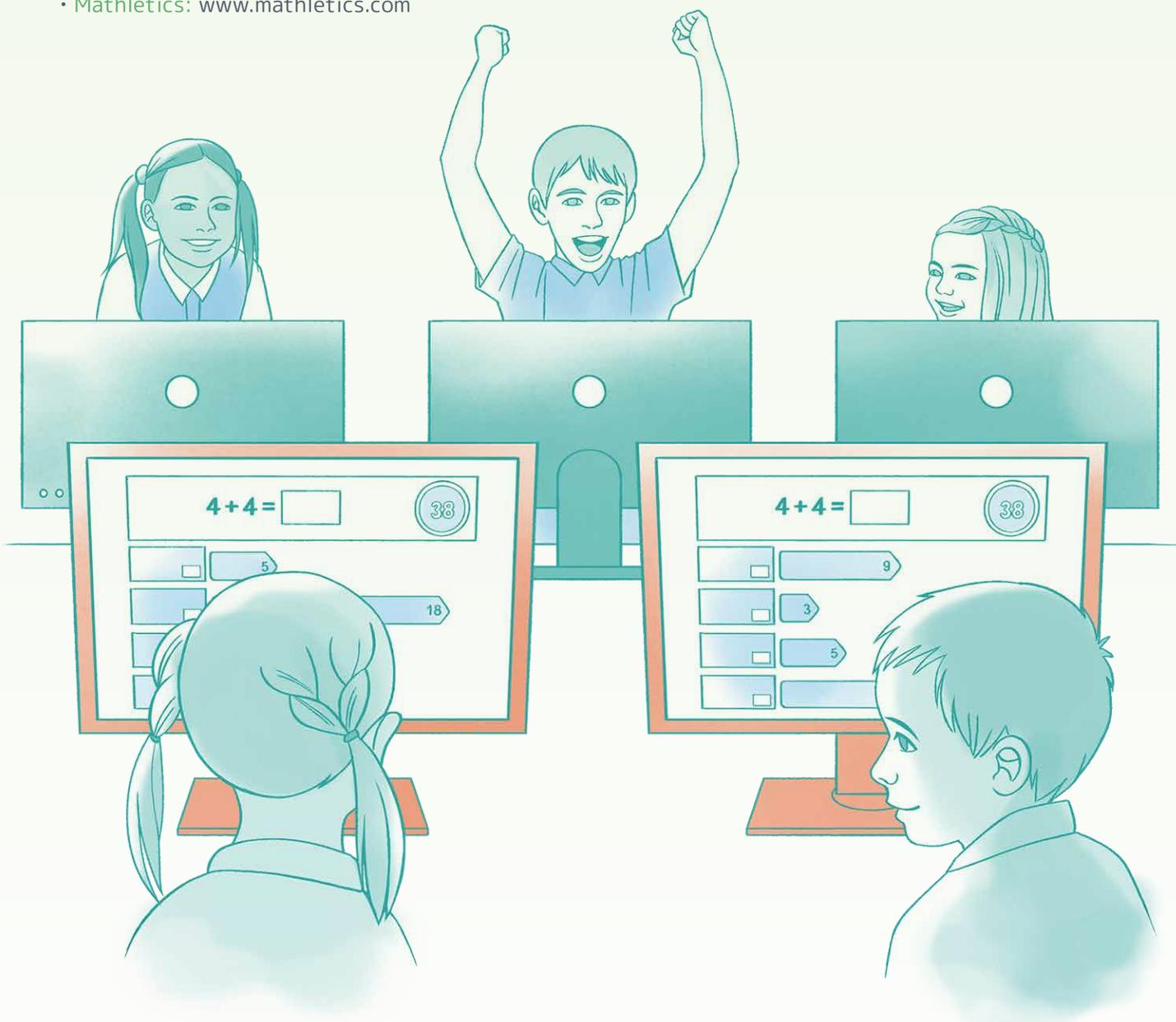
We provide you with all the necessary resources to plan and execute a successful event, including complementary access to our eLearning programs.

## Tip!

Reach out to local businesses for possible donations which could be used as prizes for the winners.

For more information regarding our eLearning fundraising events see the below links.

- WordFlyers: [www.3plearning.com/wordflyers](http://www.3plearning.com/wordflyers)
- Reading Eggs: [www.3plearning.com/reading-eggs](http://www.3plearning.com/reading-eggs)
- Athletics: [www.mathletics.com](http://www.mathletics.com)

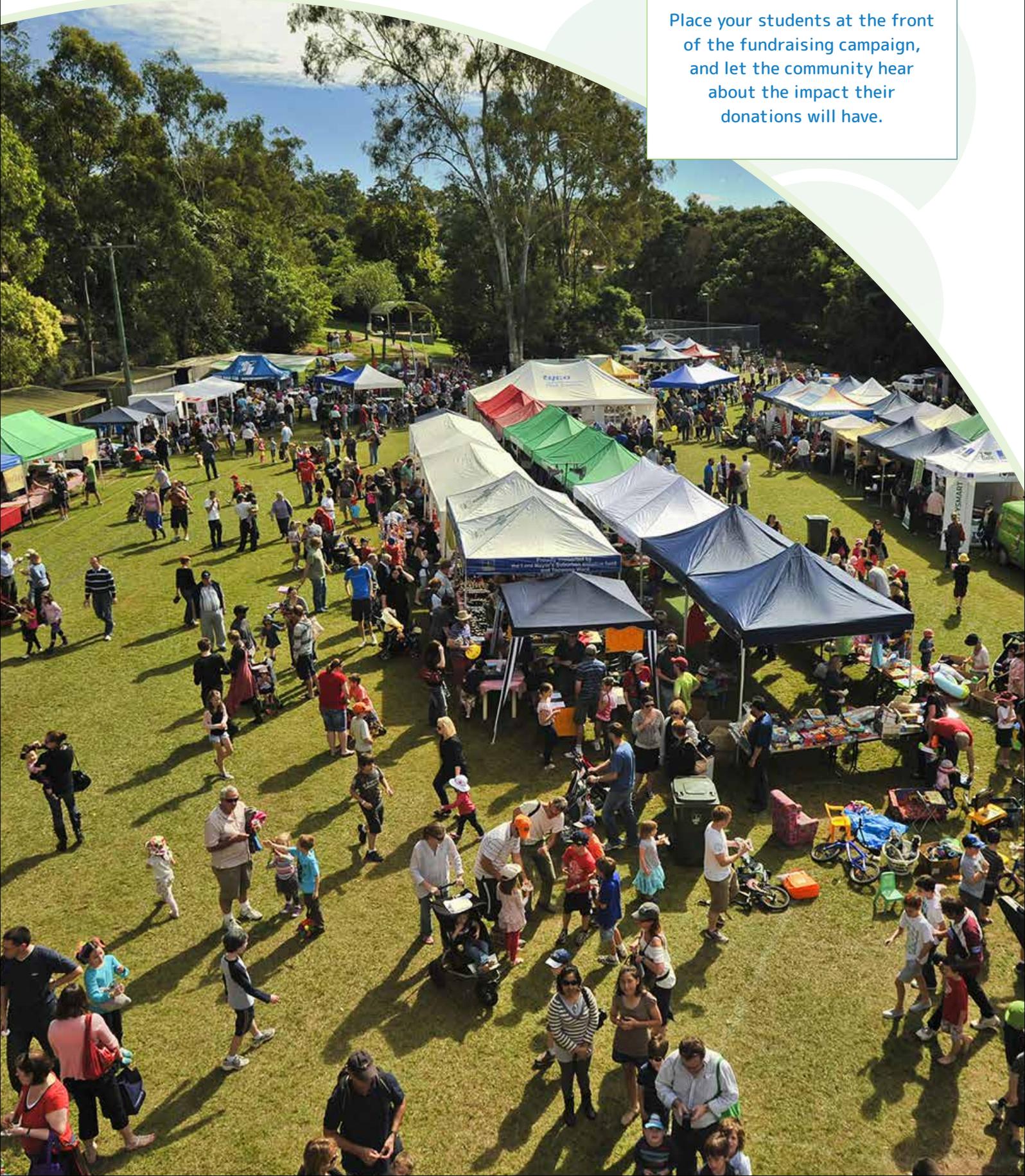


## Fundraising with the help of your community

Reaching out to your local community and getting them involved with supporting the funding of your educational solution is the second way we like to encourage schools to pursue. Below you'll find a fantastic collection of ways to seek community support.

### Tip!

Place your students at the front of the fundraising campaign, and let the community hear about the impact their donations will have.



# Local Community Sponsorships and Grants

## Sponsorships

Remember to reach out to local businesses! Small, large, it doesn't matter – you'd be surprised at how willing people are to chip in for their community.

They might provide money which you can directly add to your fundraising target or products that can be used for prizes at your events, all in return for some public acknowledgement or advertising through your school.

- Take a small group of students around to some local businesses to talk about the fundraiser, what it's for, and how the businesses support will help make a positive impact to these students' education.
- Get your students to write sponsorship letters to some of the local businesses to tell them about the fundraiser, what it's for, and how their support and donations will impact their education personally.

The local businesses in each area will vary, but here are a couple that might get you started:

- **Coles:** [www.coles.com.au](http://www.coles.com.au)
- **Officeworks:** [www.officeworks.com.au](http://www.officeworks.com.au)

## Key things to include when applying for sponsorship

**1. Introduce yourself:** brief description of your school, along with your school's overall goals.

**2. Tell your story:** construct a case for support - explain why you are seeking sponsorship and the positive effect the implementation of the educational solution will have on the community (student, school etc.).

**3. Detailed research:** include research and evidence behind your decision to implement the educational solution.

**4. Benefits to sponsor:** explain what's in it for the sponsor. This might be promoting them in the school newsletter, at assemblies, being present at the prize giving, having a display on the school noticeboard, complementary advertising (on school fence, sports teams etc.)

**5. Provide options:** give your potential sponsor different options for how they can get involved with the project/program. E.g. providing some prizes for winners etc.

**Note:** You'll find a sponsorship letter template on page 20 of this kit.

## Grants

Organisations are open to good causes. Sometimes they do this through grants (money given for a specific purpose). It might be for sport, digital technologies or teaching resources. There are many organisations that want to support schools and education and do so by offering a variety of different grants e.g. sports, digital technologies etc.

A couple of good places to start your search are:

- **Grant Guru:** [www.grantguru.com.au](http://www.grantguru.com.au)
- **Australian Lions foundation Limited:** [www.alf.lions.org.au/alfgrantapplications/general-grants/index.html](http://www.alf.lions.org.au/alfgrantapplications/general-grants/index.html)
- **Victorian Lions Foundation:** [www.victorianlionsfoundation.org.au](http://www.victorianlionsfoundation.org.au)

## Rewarding your grant providers and sponsors

The best way of saying thanks to your supporters is with recognition – they'll want people to know that they helped their community!

Below are a handful of great ways you can do this:

- Special mention of the grant provider or sponsor in the school magazine, newsletter, or letters to parents.
- If sponsorship is to help out with an event with winners, the school could name an award after the sponsor.
- Promotional posters on the school premises (e.g. the school noticeboard, classroom noticeboards etc.).
- Feature on the school website (e.g. sponsorship page).
- Banner at the event the grant provider or sponsor is involved with.
- Banner on the school fence.
- Acknowledgement at the school assembly.
- Advertising through school sports teams or academic teams.

**Important note:** be sure to check with your state government for any state specific sponsorship regulations or guidelines which may restrict you from performing specific promotional activities.

## Key things to include when applying for grants

**1. Introduce yourself:** brief description of your school, along with your school's overall goals.

**2. Tell your story:** construct a case for support - explain why you are seeking funding and the positive effect the implementation of the educational solution will have on the community (student, school etc.).

**3. Detailed research:** include research and evidence behind your decision to implement the educational solution.

**4. Outline your program plan:** your objectives, how you will achieve these objectives, how you plan to evaluate the effectiveness/outcome of the implemented educational solution.

**5. The budget:** include how much you anticipate the project to cost, and how much you're hoping to receive from the grant. Be sure to include different options for the organisations you are sending the grant application to.

**Note:** You'll find a grant letter template on page 21 of this kit.

# Government targeted funding

Another way of funding your education solution is through targeted funding. Most national and state governments provide targeted funding as a way of enhancing the educational outcomes of students or groups which are identified to have specific needs, or a specific learning area.

This might be subjects like STEM, numeracy or literacy. If you qualify, the Government body's funding will usually be automatically added to the school's annual allocated budget.

**Important note:** Be sure to check your school's allocated budget to see if there is any targeted funding that might be able to be used to implement the educational solution.

# Financing and leasing of educational resources

You can't use your equipment all the time – so let them work for you.

There are a range of organisations that provide primary and secondary schools with leasing and financing options for educational equipment and software.

They help schools to minimise and spread costs across their annual budgets, so they can give students a sound learning experience.

While this might not directly help with funding your educational solutions, it can be a way of easing the pressure of the budget or freeing up some otherwise taken funds.

**Who can help me with financing and leasing?**

- **Geared Asset Finance:** [www.gearedfinance.com.au/what-we-finance/it/education-equipment-finance](http://www.gearedfinance.com.au/what-we-finance/it/education-equipment-finance)



# Sample Sponsorship Letter

<date>

<name>

<organisations/school name>

<address>

Dear <company name>,

<organisation/school name> has been a part of the <community name> for over <number> of years.

At <organisation/school name> we strive to <school goals and objectives>.

On <date> we are planning to hold a <type of fundraising event> fundraising event. At this event, we would <details of the event> and raise money by <fundraising method>.

This event will help us raise the funds to better support our students on their educational journeys, and this will be achieved with the implementation of <educational solution>. <educational solution> will help our school to <research/statistics behind the decision to implement the specific educational solution>. However, we think that our fundraising efforts could go even further if we have the support of some of our highly valued local community businesses like yourself.

By supporting our efforts in this fundraising activity, your business would provide <organisation/school name> with <service or donation>, and in turn we would acknowledge and promote your business in our school community.

If your company is interested in being an official sponsor at our <fundraising event name>, please reach out to us at <contact details>.

We look forward to hearing from you.

Kind regards,

<name>

<position at school>

<signature>

# Sample Grant Application Letter

<date>

<name>

<organisations/school name>

<address>

Dear <company name>,

<organisation/school name> has been a part of the <community name> for over <number> of years.

At <organisation/school name> we provide our students with <add content> and strive to <school goals and objectives>.

<organisation/school name> is continuously looking for ways to better the educational journeys of our students, and ensure they have the best learning experience possible at <organisation/school name>. For this reason, we have made the decision to implement <educational solution> into our school, but without your support we cannot make this difference.

Why are we implementing <educational solutions>?

<more specific details on why you are implementing the specific education solution>

<highlight the positive effect the educational solution will have on the community>

With funding support from <organisation name> we will be able to better the educational experiences our students have and be closer to achieving our project objectives.

Below you'll find a detailed outline of our project plan.

## Project Plan

Objectives:

<list your project objectives>

Execution:

<how you plan to execute the project>

Evaluation:

<how you plan to evaluate the project – how will you evaluate the outcome of the educational solution>

The funding we need to source externally is to the value of \$XXX, but we don't expect this to be covered solely by one grant provider.

If your company is interested in being a grant provider for our project, please reach out to us at <contact details>.

We look forward to hearing from you.

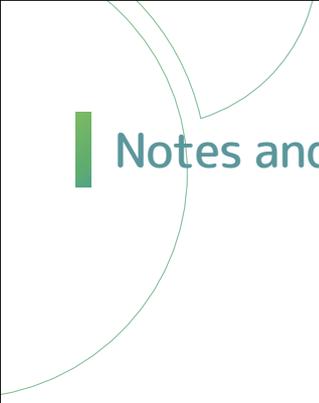
Kind regards,

<name>

<position at school>

<signature>

## Notes and ideas



Notes and ideas

The award-winning team behind

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