



NEW ZEALAND
RED CROSS
RIPEKA WHERO AOTEAROA



RED CROSS **JOURNEY**

- SCHOOL TOOLKIT -



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PARTICIPANT GUIDE FOR TEACHER/STUDENT CAPTAINS

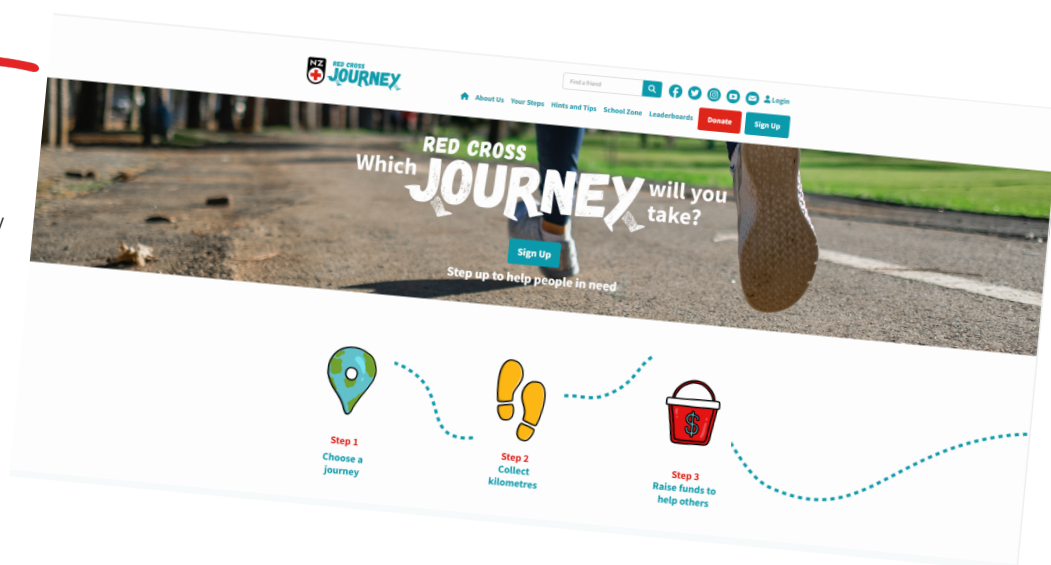
What is Red Cross Journey?

Red Cross Journey is a fundraising fitness challenge with a difference! Not only is it a great team event that gets you moving but you also get to learn about the incredible work of New Zealand Red Cross and the real-life experiences of refugees.

While following one of four real life refugee journeys – with distances from 80km – 1175km – you can fundraise and help those in need. The more you move, the more you'll learn! At each major milestone of the journey, you will receive an email update with the next part of your inspiring story.

Red Cross Journey is back for its fifth year! With hundreds of successful fundraisers already having completed their journey, we can't wait to see what our schools achieve this year!

Check out Red Cross Journey website - visit
redcrossjourney.org.nz



How can Red Cross Journey work for my school?

Not only is this an awesome opportunity for your school group to keep active and fundraise to help those in need, but your group will also get to learn more about one of the largest humanitarian networks in the world! Each email update is educational, sharing the real experiences of a person involved with Red Cross, covering important topics such as social good and the refugee journey. The content is inspiring and informative with school-aged audiences in mind.

Depending on how many people want to get involved we recommend that school groups pick one of the two longer journeys, but regardless of which route you follow, important lessons will be learned along the way. The Red Cross Red Crescent Movement and all 191 national societies uphold seven fundamental principles (redcross.org.nz/about-us/what-we-stand/red-cross-fundamental-principles) including humanity and voluntary service. By following a Red Cross Journey your group will understand more about these concepts and why volunteering is such an important part of our society. You will also gain a better understanding of who refugees are, why they are forced to flee, their courage, and the challenges they may face when settling in a new country.

Why not read the email updates together as a class or in a school assembly? You can discuss them as a group afterwards. If you want a Red Cross person to talk to your school get in touch! We have a Community Fundraising Team who love to share their knowledge of our work and are here to help.



Why fundraise for Red Cross?



Your fundraising efforts ensure New Zealand Red Cross continues to help the people who need it most, both at home and around the world. We rely on the generosity of people like you and your networks to run our programmes.

Whether you're a group of seasoned pros or eager first-time fundraisers, it can still seem daunting but don't worry, below you'll find some handy tips to get you on your way. Peer-to-peer fundraising is all about spreading the word and getting support from those who already care. So, encourage your group to share this challenge and the journey that you're following with friends, family, teachers and classmates. You'll reach your goal in no time! There are great prizes up for grabs when you get involved!



TOP FUNDRAISING TIPS FOR YOUR SCHOOL GROUP OR CLASS

Tip #1: Update your profile with a group photo

Make sure to personalise your online fundraising page. Write a little bit about your school group and why you are joining Red Cross Journey. Your story will inspire others to do good – either by joining or by donating.

Tip #2: Start fundraising on the first day

Start your Red Cross Journey, on the International Day of Charity 5 September, with a creative FUNdraising activity. You could have a non-uniform day, bake sale or bucket collection. Mention it in your school newsletter, let parents know that you are taking part. Tell your neighbours and family members. These kinds of events are a great way to get the community together while helping those in need!

Tips 3#: Help your group become confident in asking

At first, asking for donations can seem a little daunting, but remind your groups that they're not asking for money for personal gain, it's a donation to the good work of New Zealand Red Cross. Fundraising can be a useful tool for students to practise the transferable skills of communication. Think about why you're participating and share that reason. Caring is contagious!

Tip #4: Share Red Cross Journey on social media

For those in the group with social media, they can share updates on how the challenge is going on Facebook, Instagram, Twitter, or any other platform of their choosing. They can promote to others

exactly what they have achieved and how far they have travelled. Feature the link to your fundraising page on all digital platforms that are used.

Tip #5: Remember to say thank you

Don't forget to thank each sponsor for their donation. It feels just as good to donate to New Zealand Red Cross, and support you, as it does to be a fundraiser for Red Cross Journey! But remember to follow up and acknowledge their support.

Tip #6: Organise a fundraiser

Organise a fundraising activity during Red Cross Journey. Here are a few ideas:

- Have a morning tea or bake sale at school.
- Sell refreshments (lemonade always goes down well!) at the local rugby/netball/hockey/football games.
- Plan a non-uniform day at school.
- Organise a bingo/movie/quiz/karaoke night, auction or raffle (get some local businesses to give you prizes), board games or pub games night, garage sale, fashion show.
- Offer service to others (these ideas never get old!) – mow the lawn, wash cars, babysit, paint a fence, etc.
- Host a community meeting at school to discuss emergency plans in the event of a disaster and collect donations for your fundraising page. If you want some helpful emergency preparedness planning resources email journey@redcross.org.nz.

How to track your distance

For those in the group with smartphones, you can count your kilometres using the built-in health apps or your chosen app (eg **Strava, Map My Fitness, Fitbit**). As you are joining as a school team you'll be entering your steps as a group.

You can practice your maths by adding up kilometres and measuring this as a group!

Check out our '**Your Steps**' page for a guide on uploading your activities!

Keep it social – downloadable resources

To save your group time, we have included some templates for your social channels. Feel free to edit these; make sure to include the journey that you are following and your group's chosen distance and fundraising target!



Template for an email

Dear friends and family,

I have joined Red Cross Journey with my school because we are inspired by the good work of New Zealand Red Cross. From 5 September to 17 October I will be getting active and counting my kilometres to reach my target.

The more distance I cover, the more I will learn about the incredible journey of refugees fleeing from <insert your chosen journey here>.

Please support me in this challenge by making a secure donation to my school team's fundraising page. Our target is \$XXX and no donation is too small.

When you help me to raise money for New Zealand Red Cross, you're helping to deliver over 660,000 warm meals every year to some of our most vulnerable and isolated Kiwis. You're helping to ensure when disaster strikes our communities get the practical and psychological support they need to recover and build resilience. You're helping to support former refugee families who have escaped a life of fear and conflict, get the support they need to settle in their new home and adapt to their new lives. .

Thanks,



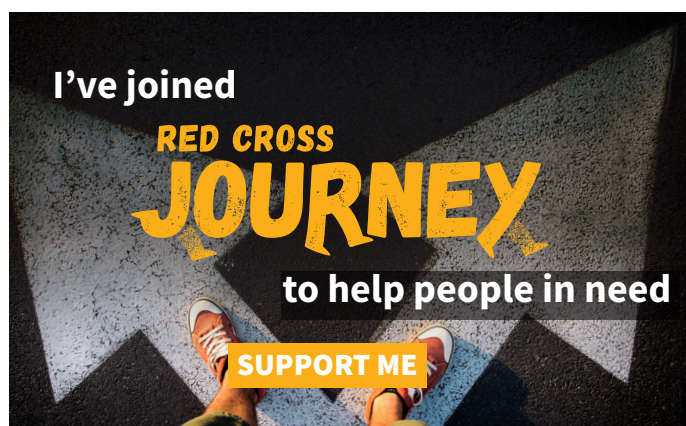
Downloadable assets for your email at
www.redcrossjourney.org.nz/resources

Template for an Facebook post

*Hi friends! I have joined #RedCrossJourney with my school because we are inspired by the good work of @NZRedCross. From 5 Sept – 17 Oct following a refugee journey, covering **X kms**. Please support me in this challenge by making a secure donation to my school team's fundraising page. By donating, you're helping people who need it most in NZ and overseas."*

Template for a tweet

*My classmates & I are helping @NZRedCross do good by doing #RedCrossJourney. From 5 Sept - 17 Oct we will be walking **XXX** steps per day & you can help us by donating online. Thank you for your support! <insert link to your fundraising page>.*



Thank you for participating in Red Cross Journey

As today's young people, your group are amongst the current and future generation of young humanitarians. With events happening all over the world there is always a need for New Zealand Red Cross to do good in communities at home and overseas. By fundraising you are helping us build community resilience, provide relief to people affected by disaster, send international delegates overseas to assist those made vulnerable by conflict, and help refugee background families settle in New Zealand.

Get in touch!

Remember, you have a friendly Community Fundraising team who would love to support you on your fundraising journey. They will also be the point of contact for any prize-winning participants! Get in touch by emailing journey@redcross.org.nz or call 0800 RED CROSS (733 27677).